



**Government of India
Ministry of MSME**

Brief Industrial Profile of Thrissur District



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

Carried out by

MSME-Development Institute

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Brief Industrial Profile of Thrissur District

1. General Characteristics of the District

Thrissur District came into existence on 1st April 1958. The name Trichur is derived from the Malayalam word “Thrissivaperur” which means the sacred land of Lord Shiva. A temple of Lord Shiva known as “Vadakkunnathan” at the heart of the town is the major attraction of the town. The festival of the temple, Thrissur Pooram, is one of the major festivals in the State. In addition, the famous temple of Lord Srikrishna at Guruvayur is situated in the District at a distance of 30 kms from the town. The District is famous for a number of temples, churches, mosques. The New Church situated in the town is said to be the highest Church in South India. The mosque at Kodungallur is one of the oldest mosques of the country. The Arabs were having trade relation with this part of the country. Now the District is known as Thrissur instead of Trichur.

Thrissur is known as the Cultural Capital of Kerala. A number of cultural institutions are having their Headquarters in this District. Kerala Kalamandalam was established by the great poet Sri Vallathole Narayana Menon for the development of great art of Kathakali and other temple arts and dances. The headquarters of Kerala Sangeetha Nataka Academy and the Kerala Lalitha Kala Academy are in Thrissur.

1.1 Location & Geographical Area.

The District located in the Central part of Kerala lies between latitude 10 D 10’ and 10 D 46’ and longitude 76 D 0’ and 76 D 55’. The District is bounded by Malappuram and Palakkad Districts in the North, Ernakulam and Idukki Districts in the South, Arabian Sea in the West and Coimbatore District of Tamilnadu and palakkad District of Kerala in the East.

The District has an area of 302919 Ha, which constitute 7.8% of the total area of the State.

1.2 Topography

Based on the topographical pattern, the District is divided into three natural regions, viz., Low Land, Mid-Land and Highland regions. Kodungallur, Thalikkulam,

Mathilakam and Chavakkad Blocks belong to the low land region, Irinjalakuda, Cherpu, Anthikkad, Thrissur, Puzhakkal, Mullassery, Kunnankulam, Chowannur Blocks belong to mid-land region and Chalakudy, Ollukkara, Kodakara and Pazhayannur Blocks belong to High Land regions.

1.3 Availability of Minerals.

The District is not rich in Mineral resources except for clay and sand. Preliminary investigation has been conducted to assess the availability of tile/bricks clay in various parts of the District. The preliminary investigation reveals that the thickness of the clay deposit is 0.75 metres to 2 meters and quantity of clay available will be several million tones. It is also stated that the deposits of river sands are seen at the important rivers in the District. Other mineral deposits seen in the District include Limeshell at Kodungallur and Chavakkad area, Leterite and Granite (Buildign stone) deposits are found in the regions other than the coastal taluks, Chavakad and Kodungallur. It is also observed that ordinary sand deposits are found under the pady fields of Mukundapuram Taluks. The important minerals deposits found in the District are given in the table.

PRODUCTION OF MINERAL 2010-11

S.NO.	NAME OF MINERAL	PRODUCTION in tones 2010-2011
MAJOR MINERAL		
1.	Granite (Bldg stone)	3,86,750
MINOR		
1.	Tile / Brick clay	93,040
2.	Laterite	20,500

SOURCE:- DEPT. OF MINES & GEOLOGY.,

1.4 FOREST

The concentration pattern of forest land use shows that forest area of the District is mainly concentrated in the South - Eastern part of the District. Total area of active forest land of the district is 103619 Ha. which is about 34.21 % of the total area of the district. The forest land of the district is concentrated in 11 Grama Panchayat of *Athirapalli, Kodassery, Mattathur, Varantharapalli, Puthur, Pananchery, Pazhayannur,*

Chelakkara, Erumapetty, Varavoor and Mullurkkara. The forest land is seen in the high land and upland regions of the district.

The major forest products collected from the Forest under Central Forest Circle are timber, teak poles, billets, firewood, bamboo and needs. The Central Forest Circle has a sales division at Perumbavoor in Ernakulam Revenue District.

1.5 Administrative set up.

For administrative set-up, the District has 254 villages in five Taluks. The Taluks are Chavakkad, Kodungallur, Mukundapuram, Thalappilly and Thrissur. For the purpose of Development activities, there are 1 Corporation (Thrisur), 5 Municipalities, 16 Block Panchayats, 254 Villages and 88 Grama Panchayats with 1220 Panchayat Wards after reconstitution effected during 2001. The Municipalities in the District are Chalakudy, Chavakkad, Guruvayoor, Irinjalakuda, Kodungallur and Kunnankulam. Thrissur Corporation comprises the area of then Thrissur Municipality, Ayyanthole, Vilvattom, Ollukkara, Koorkancherry, Ollur Panchayats and three wards of Nadathara Panchayats. The area of the Corporation is 101.42 Sq. Kms. The Headquarters of the District is Thrissur.

2. District at a glance

S.No	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data			
	i) Latitude	2011		10°31'N 76°13'E
	ii) Longitude	2011		10.52°N 76.21°E /
	iii) Geographical Area	2011	Hectares	302919
(B)	Administrative Units	2011		
	i) Sub divisions	2011	No.	-
	ii) Tehsils	2011	No.	5
	iii) Sub-Tehsil-	2011	No.	-
	iv) Patwar Circle-	2011	No.	-
	v) Panchayat Simitis-	2011	No.	
	vi) Nagar nigam	2011	No.	1
	vii) Nagar Palika	2011	No.	6
	viii) Gram Panchayats	2011	No.	88
	xi) Revenue villages-	2011	No.	254
	x) Assembly Area	2011	No.	13

2.	Population			
(A)	Sex-wise			
	i) Male	2011		1,474,665
	ii) Female	2011		1,635,662
(B)	Rural Population	2011		10,20,537
3.	Agriculture			
A.	Land utilization			
	i) Total Area	2010-11	Hectare	302919
	ii) Forest cover	2010-11	“	103619
	iii) Non Agriculture Land	2010-11	“	32820
	v) cultivable Barren land	2010-11	“	5482
4.	Forest			
	(i) Forest	2010-11	Ha.	103619
5.	Livestock & Poultry			
A.	Cattle			
	i) Cows-Cattle	2007	Nos.	134669
	ii) Buffaloes	2007	Nos.	8102
B.	Other livestock			
	i) Goats	2007	Nos.	170263
	ii) Pigs	2007	Nos.	7615
	iii) Dogs & Bitches	2007	Nos.	-
	iv) Railways			
	i) Length of rail line	2010-11	Kms	69
	V) Roads			
	(a) National Highway	2010-11	Kms	64.562
	(b) State Highway	2010-11	Kms	374.033
	(c) Main District Highway	2010-11	Kms	1747.65
	(d) Other district & Rural Roads	2010-11	Kms	-
	(e) Rural road/ Agriculture Marketing Board Roads	2010-11	Kms	0.000
	(f) Kachacha Road	2010-11	Kms	0.000
	(VI) Communication			
	(a) Telephone connection	2010-11		841843
	(b) Post offices	2010-11	Nos.	486
	(c) Telephone center	2010-11	Nos.	87
	(d) Density of Telephone	2010-11	Nos./1000 person	282.97
	(e) Density of Telephone	2010-11	No. per SQ.KM.	278
	(f) PCO Rural	2010-11	No.	-
	(g) PCO STD	2010-11	No.	-
	(h) Mobile	2010-11	No.	-

	(VII) Public Health			
	(a) Allopathic Hospital	2010-11	No.	23
	(b) Beds in Allopathic hospitals		No.	2451
	(c) Ayurvedic Hospital		No.	16
	(d) Beds in Ayurvedic hospitals		No.	293
	(e) Unani hospitals		No.	-
	(f) Community health centers		No.	24
	(g) Primary health centers		No.	68
	(h) Dispensaries			-
	(i) Sub Health Centers		No.	-
	(j) Private hospitals		No.	14
	(VIII) Banking commercial			
	(a) Commercial Bank		Nos.	520
	(b) rural Bank Products		Nos.	23
	(c) Co-Operative bank products		Nos.	48
	(d) PLDB Branches		Nos.	-
	(IX) Education			
	(a) Primary school		Nos.	229
	(b) Middle schools		Nos.	39
	(c) Secondary & senior secondary schools		Nos.	247
	(d) Colleges		Nos.	35
	(e) Technical University		Nos.	1

2.1 Existing Status of Industrial Areas in Thrissur District (As on 30/06/2012)

Development Plots

Sl. 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 (Not Started)	No. of Units in Production
1	DP, Athani	0.48286	0.43286	65		85	4	81
2	DP, Ayyankunnu	0.2932	0.2160	119		64	39	25
3	DP, Kunnankulam	0.030035	0.0210	197		26	5	21
4	DP, Puzhakkalpadam	0.51414	0	0		0	0	0

5	DP, Velakode	0.24066	0.21866	197		35	10	25
	Total	1.5609	0.8885	578		210	58	152
Mini Industrial Area								
Sln o.	Name of Ind. Area	Land acquire d (In Acre)	Land develop ed (In acre)	Prevailin g Rate Per Sqm (In Rs.)	No of Plots	No of allotted Plots	No of Vacan t Plots (Close d)	No. of Units in Production
1	MIE, Ayyanthole	1	1	-		14	2	12
2	MIE, Chavakkad	0.9	0.9	-		11	1	10
3	MIE, Choondal	1	1	-		20	2	18
4	MIE, DP Athani	2.5	2.5	-		27	1	26
5	MIE, Koorkkenchery	1	1	-		15	5	10
6	Ollur Mini	1	1	-		10	0	10
7	MIE, Pappinivattam	1	1	-		15	1	14
8	MIE, Vallachira	1	1	-		14	1	13
	Total			-		126	13	113

3. INDUSTRIAL SCENERIO OF THRISSUR.

3.1 Industry at a Glance

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	28290
2.	TOTAL INDUSTRIAL UNIT	NO.	29940
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	11

4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NO.	5
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	5892
6.	NO. OF INDUSTRIAL AREA	NO.	5 DA/DP & 8 MIE
7.	TURNOVER OF SMALL SCALE IND.	IN LACS	Not available
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	Not available

3.2 YEAR WISE TREND OF UNITS REGISTERED

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (Rs.in lakhs)
Up to	1984-85	1277	8945	319
	1985-86	287	2013	72
	1986-87	224	1573	67
	1987-88	255	1792	89
	1988-89	419	2521	209
	1989-90	411	2472	250
	1990-91	509	3061	330
	1991-92	457	2749	320
	1992-93	705	4237	530
	1993-94	757	4549	605
	1994-95	1129	6781	960
	1995-96	1328	6640	1130
	1996-97	1374	6877	1195
	1997-98	1353	6771	1200
	1998-99	1547	7741	1377
	1999-2000	1687	8432	1530
	2000-01	1718	8597	1563
	2001-2002	2019	8083	1878
	2002-03	1665	6667	1615
	2003-04	845	3386	836

	2004-05	652	2608	645
	2005-06	688	2072	688
	2006-07	560	1686	560
	2007-08	1300	12153	11300
	2008-09	1665	10362	8616
	2009-10	1933	9201	7544
	2010-11	1526	7739	9983
	Total	28290	149708	55411

Source: DIC, Thrissur.

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	Agro & Food based	1257	6049.83	6600
22	Soda water	88	243.15	329
23	Cotton textile	74	601.6	876
24.	Woolen, silk & artificial Thread based clothes.	6	5	20
25.	Jute & jute based	0	0	0
26.	Ready-made garments & embroidery	498	859.21	2829
27.	Wood/wooden based furniture	143	685.14	777
28.	Paper & Paper products	122	1226.2	1051
29.	Leather based	33	95.96	360
31.	Chemical/Chemical based	124	239.70	663
30.	Rubber, Plastic & petro based	466	13786	3561
32.	Mineral based	705	4300	6712
33.	Metal based (Steel Fab.)	211	970.70	1020
35.	Engineering units	565	1054.37	2194
36.	Electrical machinery and transport equipment	112	857.52	943

97.	Repairing & servicing	1024	3536	4400
01.	Others	2785	23981	10460
	Kachori Making	0	0	0
	Artisan Units	37	70.43	165
	Total	8250	58562	42960

Source: DIC, Thrissur

3.4 Large Scale Industries / Public Sector undertakings

List of the units in Thrissur District & Near By Area

Sl.No	Name of Enterprise	Product
1	KCPL(Nita Jelattin India Ltd.), Kadukutty, Thrissur	Jelattin
2	Kerala Solvent Extraction Ltd., Irinjalakuda&Koratty, Thrissur	Cattle feed,Solvent Extract& Dairy Products
3	Thrissur Co-operative Spinning Mill, Vadakkanchery, Thrissur	Textiles
4	Kerala Feeds, Kallettumkara, Thrissur	Cattle Feeds
5	Hyderabad Industries, MG Kavu, Thrissur	Asbestos sheets
6	Kerala Lakshmi Mills, Pullazhy, Thrissur	Yarn
7	Alagappa Textiles, Alagappa Nagar, Thrissur	Textiles
8	Steel & Industries Foregins (SIFL), Athani, Thrissur	Steel
9	Appolo Tyres, Perambra, Thrissur	Tyres
10	Carborandum Universal, Koratty, Thrissur	Tools
11	Mill Controls Pvt.Ltd, Annamanada, Thrissur	Control valves

3.5 Major Exportable Item

The major exportable items are Ayurvedic Products, Handicraft items, Textiles, Food Products, Dry Fish, Rubber Products, Coconut Oil, Soap, Spice oil, Food Processing machineries, Concrete Product machineries etc.

3.6 Growth Trend

There are 29940 MSMEs as on 31/07/2012 in the district. The district holds 2nd largest population of MSMEs in the state. The sectors are Agrobased, Wood, Textile, Chemical,

Rubber, Food products, plastics, Electronics, IT, Paper & Printing, Engineering and non metallic mineral based.

3.7 Vendorisation / Ancillarisation of the Industry

Nil

3.8. Medium Scale Enterprises

3.8.1 List of the units in Thrissur District & Near By Area

1. CARE Keralam Limited, Kinfra Park, Koratty
2. Paulson Distillaries, Muringoor, Chalakudy
3. Malabar Breweries, Meloor
4. Sree Sakthi Paper Mills, Kanjirappilly.
5. Eddy Current Controls Limited, Chalakudy

3.8.2 Major Exportable Item

Ayurvedic Medicins, Spice oil, Bricks manufacturing Machine

3.9 Service Enterprises

The major Service enterprises are mainly Automobile Repairing & Service, IT Enabled Services, Tyre retreading, Gold chain cutting, Health services, Hotels & restaurants, meat processing, food grain milling / processing, Tourism and ayurvedic health care package etc

3.9.2 Potentials areas for service industry

Thrissur Corporation has max. concentration, way above the next highest is Kunnankulam. It is seen that concentration of this type of MSME units generally follow urban centre and the major traffic corridors.

3.10 Potential for new MSMEs

Household Industries, Handloom industries, Clay based industries, Diamond and gold based industries, agro based industries, Handloom Industries and Book making industries.

4. Existing Clusters of Micro & Small Enterprise

- 1) Terra Tile Consortium
- 2) Ayurvedic Cluster
- 3) Kuthampully Handloom Cluster

4.1 DETAIL OF MAJOR CLUSTERS

4.1.1 Manufacturing Sector

Tile Cluster, Ayurvedic Cluster , Kuthampully Handloom Cluster

4.1.2 Service Sector

NIL

4.2 Details for Identified cluster

4.2.1 Name of the cluster- Ayurvedic Cluster

1	Principal Products Manufactured in the Cluster	Ayurvedic Products
2	Name of the SPV	CARE Keralam Pvt Ltd , Thrissur
3	No. of functional units in the clusters	62
4	Turnover of the Clusters	Awaited from KINFRA
5	Value of Exports from the Clusters	-
6	Employment in Cluster	20,000
7	Average investment in plant & Machinery	Awaited from KINFRA
8	Major Issues / requirement	
9	Presence of capable institutions	
10	Thrust Areas	
11	Problems & constraints	

4.2.2 Name of the cluster- TERRA TILE CLUSTER

1	Principal Products Manufactured in the Cluster	Clay tiles
2	Name of the SPV	M/S. TERRA TILE CONSORTIUM PVT. LTD, Velacode, Mundur P: O, Peramangalam, Thrissur.Tel: 0487-2307393

3	No. of functional units in the clusters	33
4	Turnover of the Clusters	Projected Turnover Rs.170 lakhs
5	Value of Exports from the Clusters	Nil
6	Employment in Cluster	Directly to 35000 persons and Indirectly to 65000 persons.
7	Average investment in plant & Machinery	288 lakhs
8	Testing needs	Due to non-availability of raw material-clay cluster is not working properly.
9	Thrust Area	
10	Access to Export Market	

Present status of the cluster :-Due to non-availability of raw material-clay cluster is not working properly.

4.2.3 Name of the cluster- Kuthampully Handloom Cluster

1	Principal Products Manufactured in the Cluster	Handloom(Warping , designing and production)
2	Name of the SPV	Kuthampully Handloom Cluster Charitable Society Consortium
3	No. of functional units in the clusters	444
4	Turnover of the Clusters	Initial stage
5	Value of Exports from the Clusters	
6	Employment in Cluster	400
7	Average investment in plant & Machinery	3.75 lakhs 10.15 lakhs
8	Testing needs	Initial stage
9	Thrust Area	
10	Access to Export Market	

In Thrissur furniture cluster, Machinery cluster, Jewellery Cluster, Note book cluster, Diamond Cluster, Die & Mould Cluster, Tread Rubber Cluster etc are the other identified clusters where cluster development activities are in pipeline.

Present status of clusters:- Working

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

In general the working of existing MSME s in the district can produce more output if the units make use of new technologies and good managerial skills. The reason for the closure and sickness is mainly marketing problems, change of technology, high cost of production and high interest rate of bank loans.

It is a general phenomenon that the MSMEs are generally concentrated in urban centers and along major traffic corridors. The reasons are spatial disparity of rural areas, lack of awareness of schemes and incentives and lack of entrepreneurs who can invest in industries. The geographical structure of an area also attributes to concentration of certain type of industries in a particular locality.

The major problems identified are lack of working capital, management issues, labour issues, improper resource utilization, improper marketing and lack of involvement of financial institutions, changing technology, unhealthy market competitions and power shortage problems.

The major problems that retard the development of the District are identified.

- The lack of Entrepreneurship
- Inadequate credit flow and increased interest rate from financial institutions
- Non availability of adequate and cheap industrial land.
- Lack of proper marketing support
- Lack of Entrepreneurship development programme and technology training
- Absence of modernization in traditional sector with technology.
- Procedural delay for issuing clearances, licences , power connection etc.
- Lack of IT Support
- Lack of Formal Procedure and Discipline
- Lack of Human Resources
- Lack of Experience of Using Consultants

6. 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 Near Civil Station Ayyanthole, Thrissur – 680 003 Tel. 0487-2360847 E.mail: dictcr@md5.vsnl.net.in
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 PO Thrissur-680 003 (Kerala) e.mail. dcdi-thrissur@dcmsme.gov.in Ph. 0487-2360536/0487-2360686

3.	Land and Industrial shed	<p>Director Directorate of Industries and Commerce, Vikas Bhavan PO Thiruvananthapuram, Kerala 471-2302774/Fax. 0471-2305493 www.keralaindustry.org/PromotionDI&C.htm</p> <p>District Industries Centre, Ayyanthole P.O, Thrissur-3</p> <p>SIDCO, Shanthinagar Thiruvananthapuram-695001 Ph.+91-471-322046/0471-330904 w.keralaindustry.org/promotional SIDCO(Branch Office), Thrissur</p> <p>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</p> <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. dc@csez.cin Website: www.csez.com</p>
4.	Financial Assistance	<p>Banks (Nationalised& Scheduled) Thrissur</p> <p>SIDBI Finance Tower 2nd floor, PB No.4209 Kaloor, Kochi-17</p>

		<p>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 Tel:0484-2311174</p> <p>Indian Renewable Energy Development Agency Ltd. Lodi Road, New delhi-110003</p>
5.	For raw materials under Govt. Supply	State Trading Corporation Ajay Vihar Kochi-16
6.	Plant and machinery under hire / purchase basis.	NSIC, Ernakulam
7.	Power/ Electricity	KSEB, Thrissur
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	<p>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.com www.csez.com</p> <p>Member Secretary,</p>

		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	1.KSIDC, 2nd Floor.Choice Towers, Manorama Junction, Kochi-682016 Ph:0484- 2323010/2323101 (EPABX) Fax:0484-2323011 Email: ksidckochi@eth.net 2.Kerala Bereau of Industrial Promotion, Sasthamangalam, Trivandrum.