



सत्यमेव जयते

**Government of India
Ministry of MSME**

Brief Industrial Profile of WAYANAD District
2017-18



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

Carried out by

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FOREWORD


MSME-DI, Thrissur, as part of its activities has prepared the District Industrial Profile of Wayanad District during 2017-18. The objective to prepare the Industrial Profile of Wayanad 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 also will be useful for Governmental & Non-Governmental organizations, Promotional & Developmental Agencies engaged in promotion & development of MSME sector in Wayanad District and also for academicians / research scholars.

I take this opportunity to express my gratitude to District Industries Centre, Wayanad, 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 and Shri. Krishnakumar .K.R., Asst Director (Stat) of this institute for their hard work in bringing out the report in this form.

31.03.2018
Thrissur


(P.V. Velayudhan)
Director

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Brief Industrial Profile of WAYANAD District

1. General Characteristics of the District

1.1 Location & Geographical Area.

Nestled among the mountains of the western Ghats lies Wayanad which can be considered as the biggest hill station of Kerala State. This Green paradise located at a distance of 76 kms from the coast of Kozhikode lies at a height of 700-2100 m above the sea level.

1.2 Topography

This district has a varying topography which includes hilly areas, valleys as well as meadows. The climate also changes drastically depending on the geography and altitude

1.3 Availability of Minerals.

PRODUCTION OF MINERAL 2017-18

S.NO.	NAME OF MINERAL	PRODUCTION in tones 2017-2018
MAJOR MINERAL		
1.	NIL	NIL
MINOR		
1.	.GRANITE BUILDING STONE	527926
2.	LATRITE BUILDING STONE	6042
3.	ORDINARY SAND	4150
4.	ORDINARY EARTH	375823
5.	BRIC CLAY	8056

SOURCE:- DEPT. OF MINES & GEOLOGY.,

1.4 FOREST

The total area of the district = 212966 hectares

The total area of the forest in the district = 78787 hectares

1.5 Administrative set up.

Kalpetta is the headquarters of the Wayanad District Administration with Civil Station and other main offices. For the smooth running of the revenue administration, the district is divided into three taluks, namely Sulthan Bathery, Vythiri and Mananthavady. There are 49 villages under these taluks.

The Wayanad District Panchayat office functions at Kalpetta near Civil Station. There are four Block Panchayats and 25 Grama Panchayats in this district. The block panchayats are:- (1) Sulthan Bathery, (2) Kalpetta, (3) Panamaram and (4) Mananthavady. Kalpetta is the only Municipality in Wayanad District

2. District at a glance

S.No	Particular	Year	Unit	Statistics
1	Geographical features			
A)	Geographical Data			
	i) Latitude	2014-15		11° 37' 30"
	ii) Longitude			76° 05' 15"
	iii) Geographical Area		Hectares	212966
(B)	Administrative Units	2014-15	no	
	i) Sub divisions	2014-15		1
	ii) Tehsils			3
	iii) Sub-Tehsil			-
	iv) Patwar Circle			-
	v) Panchayat Simitis			-
	vi)Nagar nigam			-
	vii) Nagar Palika			1
	viii) Gram Panchayats			25
	xi) Revenue villages			49
	x) Assembly Area			3
2.	Population			
(A)	Sex-wise			
	i) Male	2011		401314
	ii) Female	2011		415244
(B)	Rural Population	2011		784981
3.	Agriculture			
A.	Land utilization			
	i) Total Area	2016-17	Hectares	212966
	ii) Forest cover	2016-17	"	78787
	iii) Non Agriculture Land	2016-17	"	11789
	v) Barren& Uncultivable land	2016-17	"	87
4.	Forest			
	(i) Forest	2016-17		78787

			Hectares	
5.	Livestock & Poultry			
A.	Cattle			
	i) Cows	2012	Nos.	72709
	ii) Buffaloes	2012	Nos.	5083
B.	Other livestock			
	i) Goats	2012	Nos.	35139
	ii) Pigs	2012	Nos.	3536
	iii) Dogs & Bitches	2012	Nos.	32479
	iv) Railways			
	i) Length of rail line	2014-15	Kms	NIL
	V) Roads			
	(a) National Highway	2014-15	Kms	55
	(b) State Highway	2016-17	Kms	
				128.955
	(c) Main District Highway	2016-17	Kms	900.350
	(d) Other district & Rural Roads	2010-11	Kms	79.50
	(e) Rural road/ Agriculture Marketing Board Roads	2010-11	Kms	4260.72
	(f) Kachacha Road		Kms	NA
	(VI) Communication			
	(a) Telephone connection	2016-17		26882
	(b) Post offices	2016-17	Nos.	162
	(c) Telephone center/ EXC	2016-17	Nos.	36
	(d) Density of Telephone	2016-17	Nos./1000 person	44.37
	(e) Density of Telephone	2016-17	No. per sq.km.	12.61
	(f) PCO Rural	2015-16	No.	NA
	(g) PCO STD	2015-16	No.	NA
	(h) Mobile	2015-16	No.	NA

(VII) Public Health			
(a) Allopathic Hospital	2016-17	No.	4
(b) Beds in Allopathic hospitals		No.	936
(c) Ayurvedic Hospital		No.	3
(d) Beds in Ayurvedic hospitals		No.	170
(e) Unani hospitals		No.	1
(f) Community health centers		No.	9
(g) Primary health centers		No.	23
(h) Dispensaries		No.	20
(i) Sub Health Centers		No.	
(j) Private hospitals		No.	17
(VIII) Banking commercial			
(a) Commercial Bank	2016-17	Nos.	121
(b) rural Bank		Nos.	28
Products			
(c) Co-Operative bank products		Nos.	45
(d) PLDB Branches		Nos.	3
(IX) Education			
(a) Primary school		Nos.	146
(b) Middle schools		Nos.	69
(c) Secondary & senior secondary schools		Nos.	153
(d) Colleges		Nos.	7
(e) Technical University		Nos.	0

Source: Census 2011, Economic Review 2015(Kerala), Livestock Census:2012, Official Website of Wayanad District, Agricultural statistics 2014-15, Panchayath level Statistics of Wayanad district 2011

2.1 Existing Status of Industrial Areas in the District WAYANAD(as on 31/03/2018)

S. No.	Name of Ind. Area	Land acquired (In acre)	Land developed (In acre)	Prevailing Rate Per Sqm (In Rs.)	No of Plots	No of allotted Plots	No of Vacant Plots	No. of Units in Production
1	KINFRA SMALL INDUSTRIES PARK KALPETTA	50	50	18180 per cent	-	33	-	18
2	MINI INDUSTRIAL ESTATE, SULTHAN BATHERY under SIDCO	1 acre	1 acre		14	14		14
3								
4								
5								
6								
7								
8								
9								
10								
11								
	Total	1.5acre	1.5acre		14	47		32

3 INDUSTRIAL SCENERIO OF WAYANAD(ason 31.03.2018)

3.1 Industry at a Glance

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	3129
2.	TOTAL INDUSTRIAL UNIT	NO.	3129
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	3
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NO.	5
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	153
6.	NO. OF INDUSTRIAL AREA	NO.	1 (KINFRA)
7.	TURNOVER OF SMALL SCALE IND.	IN LACS	43508
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	14800

Source: DIC, Wayanad

3.2 YEAR WISE TREND OF UNITS REGISTERED (as on 31/03/2018)

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
	2006-07	62	663	363
	2007-08	157	1049	928
	2008-09	258	1773	2397
	2009-10	202	1285	1958
	2010-11	202	1247	2072
	2011-12	372	2350	4186
	2012-13	368	2402	4295
	2013-14	336	2141	4356
	2014-15	389	2456	5712
	2015-16	184	1222	1452
	2016-17	373	2246	2534
	2017-18	226	1408	3838
	Total	3129	20242	34091

Source: DIC WAYANAD

3.3. DETAILS OF EXISTING MICRO & SMALL ENTERPRISES AND ARTISAN UNITS IN THE DISTRICT (AS ON 31/3/2018)

NIC CODE NO.	TYPE OF INDUSTRY	NUMBER OF UNITS	INVESTMENT (Lakh Rs.)	EMPLOYMENT
20	Agro based	460	5365	2644
26.	Ready-made garments & embroidery	549	4895	3447
27.	Wood/wooden based furniture	154	2350	980
28.	Paper & Paper products	24	138.19	108
29.	Leather based	21	439.30	180
31.	Chemical/Chemical based	165	2235	909
30.	Rubber, Plastic & petro based	61	345.29	235
95.	Beauty Parlours	122	945	304
33.	Metal based (Steel Fab.)	288	1140.53	1126
35.	Engineering units	182	2918	785
36.	Electrical machinery and transport equipment	132	1250.07	728
97.	Repairing & servicing	259	2866	1485
01	Others	272	7935.56	1452
	Total	2689	32822.94	14383

3.4 Large Scale Industries / Public Sector undertakings

One Large Industry: Ashiqe Chemicals and Cosmetics

3.5 Major Exportable Item

Spices

3.6 Growth Trend

POSITIVE

3.7 Vendorisation / Ancillarisation of the Industry

Scope for ancillary units under bamboo products.

3.8. Medium Scale Enterprises(as on 31/03/2018)

3.8.1 List of the units in WAYANAD & Near By Area

Sl. No.	Name of the Unit	Sector Public/Pvt.	Investment (in Lakhs)	Employment
1	CBM Enterprises	Pvt.	500 lakhs	21
2	Wayanad Social Service Society	Pvt.	600 lakhs	56
3	Bhramagiri Development Society	Society	600 lakhs	62
4	Bio Land Agro Processing Centre	Pvt	865 Lakhs	22

Source: DIC WAYANAD

3.82 Major Exportable Item

3.9 Service Enterprises

3.9.1 Potentials areas for service industry

Serial No	Activity	Potentials
1	Vehicle Servicing	There are many technically qualified candidates for this industry
2	Tailoring	A very large number of female workforce has sound knowledge of stitching

3.10 Potential for new MSMEs

- 1) Potential for craft goods like bamboo product
- 2) Agro Food Processing Sector

4 Existing Clusters of Micro & Small Enterprises

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 – Not Applicable

Name of the cluster

1	Principal Products Manufactured in the Cluster	
2	Name of the SPV	
3	No. of functional units in the clusters	
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 :-

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. Banks are often not willing to enable CGTMSE facility to the entrepreneurs
3. Lack of infrastructure
4. Frequent power failures

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	The Director, 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
		The General Manager Dist.IndustriesCentre,Muttill.P.O., Kalpatta, Wayanad-673 122, +91- 4936-202485 ,Fax: 202485 E-Mail: dic_wyd@bsnl.in
	Website for UAM Registration	udyogaadhaar.gov.in/UA/UdyogAadhar-New.aspx
2	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	The Director, 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
3	Land and Industrial shed	The General Manager Dist.IndustriesCentre,Muttill.P.O., Kalpatta, Wayanad-673 122, +91- 4936-202485 ,Fax: 202485 E-Mail: dicwyd@gmail.com
		The Director,Directorate of Industries and Commerce, Vikas Bhavan PO, Thiruvananthapuram,Kerala, Phone: 0471-2302774/Fax. 0471-2305493, www.keralaindustry.org/Promotion DI&C.htm

		<p>SIDCO, Shanthinagar, Thiruvananthapuram-695001, Ph.+91-471-322046/0471-330904, www.keralaindustry.org/promotional,</p>
		<p>The 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>Website: www.kinfra.org</p>
		<p>The Development Commissioner, Cochin Special Economic Zone (CSEZ) Min. of Commerce, Govt. of India, Kakkanad, Kochi-682037, Ph. 0484-2413222,Fax. 0484-2413074,</p>
4	Financial Assistance	<p>Banks,(Nationalised& Scheduled), Wayanad</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,</p> <p>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	<p>The State Trading Corporation of India Ltd. (KSHB) Office Complex, 4th Floor,Panampilly Nagar, Kochi- 682036, INDIA. Phone : +91-484-2321470, 2311450, 2315081 Fax : +91-484-2322909 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: bocoach@nsic.co.in , website: www.nsic.co.in
7	Power/ Electricity	KSEB, Wayanad
8	Technical Know-how.	<p>The General Manager Dist. Industries Centre, Muttill.P.O., Kalpatta, Wayanad-673 122, +91- 4936-202485, Fax: 202485 E-Mail: dic_wyd@bsnl.in</p> <p>Micro small and Medium Enterprises Development Institute (MSME-DI) Ministry of MSME, Govt. of India Kanjany Road, Ayyanthole PO Thrissur-680 003 (Kerala) Email: dcdi-thrissur@dcmsme.gov.in</p> <p>Ph. 0487-2360536/0487-2360686</p> <p>website: www.msmedithrissur.gov.in</p>
9	Quality & Standard	<p>Bureau of Indian Standards, Near FCI, Kesavadasapuram, Thiruvananthapuram, Ph. 2558416-18, E.mail: tbo@bis.org.in, Website: www.bis.org.in</p> <p>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</p> <p>website: www.haccpindia.org/www.keralaindustry.org</p> <p>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</p>

		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