



**Government of India
Ministry of MSME**

Brief Industrial Profile of WAYANAD District
2018-19

Carried out by

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FOREWARD

MSME-DI, Thrissur, as part of its activities has prepared the District Industrial Profile of Wayanad District during 2018 – 19. The objective of preparing the Industrial Profile of Wayanad District 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 and 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. K R Krishnakumar, Assistant Director (Stat.) of this Institute for their hard work in bringing out the report in this form.

30.04.2019
Thrissur


(M PALANIVEL)
DIRECTOR I/c.

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District Map

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 2018-19

S.NO.	NAME OF MINERAL	PRODUCTION in tones 2018-2019
MAJOR MINERAL		
1.	NIL	NIL
MINOR		
1.	.GRANITE BUILDING STONE	543607
2.	LATRITE BUILDING STONE	NA
3.	ORDINARY SAND	NA
4.	ORDINARY EARTH	185330
5.	BRIC CLAY	NA

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 23 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

The following table comprises the information about geographical, administrative, demographical, etc of the district. It will also provide brief idea education, land use pattern and infrastructural facilities of the district.

Table.2: District at a glance

S.No	Particular	Year	Unit	Statistics
1	Geographical features			
A)	Geographical Data			
	i) Latitude	2018-19		11° 37' 30"
	ii) Longitude			76° 05' 15"
	iii) Geographical Area		Hectares	212966
(B)	Administrative Units	2018-19	No	
	i) Sub divisions	2018-19		1
	ii) Tehsils			3
	iii) Sub-Tehsil			-
	iv) Patwar Circle			-
	v) Panchayat Simitis			-
	vi)Nagar nigam			-
	vii) Nagar Palika			1
	viii) Gram Panchayats			23
	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	2017-18	Hectares	212966
	ii) Forest cover	2017-18	"	78787
	iii) Non Agriculture Land	2017-18	"	11722
	v) Barren& Uncultivable land	2017-18	"	97

4.	Forest			
	(i) Forest	2017-18		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	2017-18	Kms	55
	(b) State Highway	2017-18	Kms	128.955
	(c) Main District Highway	2017-18	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	2017-18		24836
	(b) Post offices	2017-18	Nos.	162
	(c) Telephone center/ EXC	2017-18	Nos.	36
	(d) Density of Telephone	2017-18	Nos./1000 person	30
	(e) Density of Telephone	2017-18	No. per sq.km.	12

	(f) PCO Rural	2017-18	No.	NA
	(g) PCO STD	2017-18	No.	NA
	(h) Mobile	2017-18	No.	NA
	(VII) Public Health			
	(a) Allopathic Hospital	2017-18	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) Homeo Hospitals		No.	1
	(j) Private hospitals		No	17
	(VIII) Banking commercial			
	(a) Commercial Bank	2017-18	No s.	91
	(b) rural Bank Products		Nos.	31
	(c) Co-Operative bank products		Nos.	42
	(d) PLDB Branches		Nos.	NA
	(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 2018(Kerala), Livestock Census:2012, Official Website of Wayanad District, Agricultural statistics 2017-18, Panchayath level Statistics of Wayanad district 2011

2.1 Existing Status of Industrial Areas in the District WAYANAD(as on 31/03/2019)

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 Acres	50 Acre	18180	33	33	0	24
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

Source: DIC, Wayanad

3. INDUSTRIAL SCENERIO OF WAYANAD(as on 31.03.2019)

3.1 Industry at a Glance

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	8899
2.	TOTAL INDUSTRIAL UNIT	NO.	8899
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	6
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NO.	171
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	2283
6.	NO. OF INDUSTRIAL AREA	NO.	1 (KINFRA)
7.	TURNOVER OF SMALL SCALE IND.	IN LACS	26970
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	11

Source: DIC, Wayanad

3.2 YEAR WISE TREND OF UNITS REGISTERED (as on 31/03/2019)

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 31/3/2019)

NIC CODE NO.	TYPE OF INDUSTRY	NUMBER OF UNITS	INVESTMENT (Lakh Rs.)	EMPLOYMENT
11	Agro based	460	5365	2644
11	Soda water	7	22.17	6
13	Cotton Textiles	23	84.78	119
13	Woollen Silk & Artificial Thread	2	1	4
13	Jute & Jute Based	1	77	5
14.	Ready-made Garments embroidery	77	218.4	302
31.	Wood/wooden based furniture	49	296.54	145
17.	Paper & Paper products	36	449.78	133
15.	Leather based	10	10.75	29
20.	Chemical/Chemical based	5	26	13
22.	Rubber, Plastic & petro based	61	345.29	235
96.	Beauty Parlours	122	945	304
25.	Metal based (Steel Fab.)	288	1140.53	1126
24.	Engineering units	182	2918	785
27.	Electrical machinery and transport equipment	132	1250.07	728
95.	Repairing & servicing	259	2866	1485
96	Others	272	7935.56	1452
	Total	2689	32822.94	14383

Source: DIC WAYANAD

3.4 Large Scale Industries / Public Sector undertakings

Large Industry:

1. Mariya Interlock Peruvaha Road Manathavady
2. Nakshathram Curry Powder Unit Erumanthoor
3. Premiere Aluminium Fabrications, Vilambukandom

3.5 Major Exportable Item: Bricks

3.6 Growth Trend

POSITIVE

3.7 Vendorisation / Ancillarisation of the Industry

3.8. Medium Scale Enterprises(as on 31/03/2019)

3.8.1 List of the units in WAYANAD & Near By Area

Sl. No.	Name of the Unit
1	Bioland Agro Processing Centre, Ondayangadi, Mananthavady
2	Brahmagiri Development Society, Malavayal, Thovarimala, Sultanbathery
3	Sila Bricks and Granites, Nellornadu P.O, Thonichal

Source: DIC WAYANAD

3.8.2 Major Exportable Item

3.9 Service Enterprises

3.9.1 Potentials areas for service industry

Serial No	Activity	Potentials
1	Readymade and Garments	A very large number of female workforce has sound knowledge of stitching

3.10 Potential for new MSMEs

Graded coffee Beans

4 Existing Clusters of Micro & Small Enterprises

4.1 DETAIL OF MAJOR CLUSTERS : N I L

4.1.1 Manufacturing Sector : nil

4.1.2 Service Sector : nil

4.2 Details for Identified cluster: – Nil

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

1. Inadequacy of Entrepreneurship
2. Lack of timely credit flows and increased interest rate from financial rectifications
3. Lack of purpose marketing support

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,

		<p>+91- 4936-202485,Fax: 202485 E-Mail: dic_wyd@bsnl.in</p>
	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.	<p>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</p>
3	Land and Industrial shed	<p>The General Manager Dist.IndustriesCentre,Muttill.P.O., Kalpatta, Wayanad-673 122, +91- 4936-202485,Fax: 202485 E-Mail: dicwyd@gmail.com</p> <p>The Director,Directorate of Industries and Commerce, Vikas Bhavan PO, Thiruvananthapuram,Kerala, Phone: 0471-2302774/Fax. 0471-2305493, www.keralaindustry.org/PromotionDI&C.htm</p>
		<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, 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	Banks,(Nationalised& Scheduled), Wayanad

		<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.ifcilttd.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.	<p>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</p>
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,</p> <p>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,</p> <p>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>
		<p>Micro small and Medium Enterprises Development Institute (MSME-DI) Ministry of MSME, Govt. of India Kanjany Road, Ayyanthole P. O. Thrissur-680 003</p>
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,</p> <p>Email: dc@csez.com, Website www.csez.com</p>

		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	<p>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</p> <p>KSIDC, 2nd Floor, Choice Towers, Manorama Junction, Kochi-682016 Ph:0484-2323010/2323101 (EPABX) Fax:0484-2323011 Email: ksidckochi@eth.net</p> <p>Website: www.ksidc.org</p> <p>KITCO Limited, PB No. 1820, Ravipuram, M.G. Road, Cochin-682016, website: www.kitco.in</p>
		Manager-Business Development, Techno park Campus, Thiruvananthapuram-695581, Ph. 0471- 2700 222, e.mail: response@technopark.org
12	Other Relevant Websites	<p>www.msme.gov.in</p> <p>www.dcmsme.gov.in</p> <p>www.dic.kerala.gov.in</p> <p>udyogaadhaar.gov.in/UA/UdyogAadhar-New.aspx</p>

