



# Brief Industrial Profile of Amritsar District



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

Amritsar city situated in northern Punjab state of north-western India lies about 15 miles (25 km) east of the border with Pakistan. Amritsar is an important city in Punjab and is a major commercial, cultural, and transportation center. It is also the center of Sikhism and the site of the Sikh's principal place of worship.

Amritsar means "the tank of nectar or the tank of immortality" and the district derives its name from the sacred tank in the Amritsar city. The present Golden Temple is surrounded by this tank which was originally a small natural pool and is said to have been visited by Guru Nanak Dev. The site was permanently occupied by the Fourth Guru, Ram Das, who in 1577 obtained more of land in its neighborhood. The pool soon acquired a reputation for sanctity, and the followers of the Guru migrated to the sacred spot, and there a small town grew up and was known at first as Ramdaspur or Guru-ka-Chak, and later, as the pool was converted into a tank, it came to be known as Amritsar.

Amritsar has been the important educational Hub from the very beginning. Khalsa College, Amritsar was established in 1892. In 1969 Guru Nanak Dev University was established. In addition to this Govt. Medical College, Dental College, Engineering and polytechnics and many other arts colleges were established.

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

The district Amritsar is situated between 31° – 37° north latitude and 74° – 75.3° East longitude. The Amritsar District falls in the Jullundur Division of the Punjab. In shape, it is a trapezium, with its base resting on the River Beas. It forms a part of the tract known as the Bari Doab or the territory lying between the rivers Ravi and Beas. Its western side adjoins Pakistan, partly separated by the River Ravi. The north-eastern side is bounded by the Gurdaspur District, and towards it south-east across the River Beas lie the Kapurthala and Tarnan districts.

The district is divided into four tehsils or subdivisions, viz, Amritsar to the north-east, Ajnala to the north-west, Patti to the south-west. All-important places in the district are connected by rail or road. The total area of the district, 267000 Hectares, comprising Tahsil Amritsar, Tahsil Ajnala, Tahsil Patti.

### **1.2 Topography**

Lying between the River Beas to the east and the River Ravi to the west, the Amritsar District, which forms the lower part of the Upper Bari Doab, is one of the interpluvial tracts of the Punjab Plain. The River Beas, which separates the Amritsar District from the Kapurthala District, joins the Satluj River near the point where the four districts of i.e. Lahore (Pakistan), Ferozepur, Amritsar and Kapurthala meet.

## **1.3 Availability of Minerals**

The whole of the Amritsar District is composed of the recent deposits known collectively as the Indo-Gangetic alluvium, which consists of the alluvial sand, clay and loam. Apart from the clay used for brick-making, the concretionary form of calcium carbonate, known as *kankar*, is found in beds generally at a slight depth below the surface at the upper margin of the impermeable subsoil, from where it is excavated to form material for road-making

### **1.3.1 Kankar**

It is massive, hard and compact nodular calcareous material light grey to dark grey. Sand, silt and clay are found associated with *kankar*. In general, its thickness varies from a few centimeters to that of a meter. It occurs mostly in the form of isolated beds and pockets. It can be used for white washing and road metaling.

### **1.3.2 Alkaline Earth**

Some brick earth and foundry sands are reported from the district.

### **1.3.3 Groundwater**

The entire area in the district is underlain by quaternary alluvium comprising fine to coarse sand, silt and clay, with intercalations of pebbles and *kankar*. Bore holes drilled down to a depth of about 100 meters have encountered 70-90 per cent of sand. Groundwater occurs both under confined and unconfined conditions. The depth of reach water in the area ranges from about 1 to 20 meters below the land surfaces. The water-table is generally deep towards the high banks of the Beas and the Sutlej. However, in the vicinity of the canal-irrigated area and also in the floodplains of the Beas and the Satluj, the water-table is very shallow. In many parts of the canal-irrigated areas, waterlogged conditions prevail. Land salinization is also observed in areas affected with water logging. The groundwater available in the greater part of the district is generally fresh but hard, except in the southern part of the district where it is of inferior quality, being saline to bitter. The groundwater in general is suitable for irrigation and domestic purposes.

## **1.4 Forest**

An area of 10,000 hectares is covered under reserved, protected, private and unclassified forests. The main species of plants in district Amritsar are Eucalyptus, Shisham, Kikar and Popular etc.

## **1.5 Administrative set up**

For administrative purpose, District Amritsar is divided into Four Tehsils, Five Sub-Tehsils, Nine Blocks, Eleven Assembly Constituencies & One Lok Sabha constituency.

## 2. DISTRICT AT A GLANCE

S. No.	Particular	Year	Unit	Statistics
<b>1</b>	<b>Geographical</b>			
(A)	<b>Geographical Data</b>			
	i) Latitude			31°-37.9'North
	ii) Longitude			74°-52.3'East
	iii) Geographical Area		Hectares	267000
(B)	<b>Administrative Units</b>			
	i) Tehsils /Sub divisions	2011	Nos.	4
	ii) Sub-Tehsil	2011	Nos.	5
	iii) Blocks	2011	Nos.	9
	iv) Panchayat Samitis	2011	Nos.	8
	v) Nagar Nigam	2011	Nos.	1
	vi) Nagar Palika	2011	Nos.	7
	vii) Gram Panchayats	2011	Nos.	817
	viii) Inhabited villages	2011	Nos.	707
	xi) Assembly Area	2011	Nos.	11
<b>2.</b>	<b>Population</b>			
(A)	Sex-wise			
	i) Male	2011	Nos.	1152821
	ii) Female	2011	Nos.	1004199
(B)	Rural Population			
	i) Male	2011	Nos.	555613
	ii) Female	2011	Nos.	490596
(C)	Urban Population			
	i) Male	2011	Nos.	597208
	ii) Female	2011	Nos.	513603
<b>3.</b>	<b>Agriculture</b>			
A.	Land utilization			
	i) Total Area	2010-11	Hectare	267000
	ii) Forest cover	2010-11	"	10000
	iii) Barren and uncultivable land	2010-11	"	500
	iv) Non Agriculture Land	2010-11	"	32000
	v) Misc. (Cultivable waste & Fallow land)	2010-11	"	-
	vi) Net area sown	2010-11	"	217000
	vii) Area sown more than once	2010-11	"	207000
	viii) Total cropped area	2010-11	"	424000
<b>4.</b>	<b>Forest</b>			
	(i) Forest	2010-11	Hectare	10000
<b>5.</b>	<b>Livestock &amp; Poultry</b>			
A.	<b>Cattle</b>			
	i) Cows	2007	Th Nos.	101.81
	ii) Buffaloes	2007	"	298.11
B.	<b>Other livestock</b>			
	(a) Horses & Ponies	2007	Th Nos.	2.47
	(b) Donkeys	2007	"	0.64
	(c) Mules		"	0.63
	(d) Sheep		"	8.18
	(e) Goats		"	11.27
	(f) Pigs		"	0.82
C	<b>Poultry</b>		Th Nos.	271.65

<b>6</b>	<b>Transport</b>			
<b>A</b>	<b>Roads</b>			
	(a) National Highway	2010-11	Kms	16
	(b) State Highway	2010-11	Kms	3530
	(c) Roads maintained by local bodies	2010-11	Kms	2659
<b>7</b>	<b>Communication</b>			
	(a) Telephone connection	2010-11	Nos.	74957
	(b) Post offices	2010-11	Nos.	303
	(c) Telegraph office	2010-11	Nos.	01
	(d) Telephone Exchange	2010-11	Nos.	83
	(e) Public Call Offices	2010-11	Nos.	916
<b>8</b>	<b>Public Health</b>			
	(a) Allopathic Hospital	2011	Nos.	10
	(b) Beds in Allopathic hospitals	2011	Nos.	2277
	(c) Ayurveda Institutions	2011	Nos.	22
	(d) Homoeopathic Institutions	2011	Nos.	3
	(e) Community health centers	2011	Nos.	4
	(f) Primary health centers	2011	Nos.	36
	(g) Dispensaries	2011	Nos.	101
<b>9</b>	<b>Banking Sector</b>			
	(a) State Bank of India	2010	Nos.	40
	(b) State Bank of Patiala	2010	Nos.	19
	(c) Punjab National Bank	2010	Nos.	60
	(d) Other Commercial Banks	2010	Nos.	239
	(e) Co-operative Banks	2010	Nos.	57
<b>10</b>	<b>Education</b>			
	(a) Primary school	2010	Nos.	962
	(b) Middle schools	2010	Nos.	294
	(c) High schools	2010	Nos.	221
	(d) Senior Secondary Schools	2010	Nos.	188
	(e) Colleges	2010	Nos.	28
	(f) Universities	2010	Nos.	1
	(g) Polytechnic Institutions	2010	Nos.	6
	(h) Tech. Ind. Art & Craft School	2010	Nos.	9
	(i) I.T.I.'s	2010	Nos.	6

### 3. Industrial Scenario of District Amritsar

#### 3.1 Existing Status of Industrial Areas in the District Amritsar (2014 -15)

S. No.	Name of Ind. Area	Land acquired (InAcres)	Land developed (InAcres))	Prevailing Rate Per Sqm (In Rs.)	No of Plots/Sheds	No of allotted Plots	No of Vacant Plots	No. of Units in Production
1	Focal Point (Old)	94.05	94.05	Rs. 4000/-	238	238	Nil	210
2	Focal Point	81.43	81.43	Rs. 4000/-	181	181	Nil	134
3	Focal Point	184.04	184.04	Rs. 4000/-	459	459	Nil	83
4	Industrial estate/ Industrial development Colony,	36.35	36.35	Rs. 5000/-	55/50	55/50	Nil	32/41

Source: - DIC, Amritsar

#### 3.2 Industry at a Glance (2014 -15)

Sr No	Head	Unit	Particulars
1	Registered Micro & Small Units	No.	13947
2	Registered Medium & Large Units	No.	25
3	Employment in MSE Sector	No.	71999
4	Employment in Large and Medium Industries	No.	5875
5	No. of Industrial Areas	No.	
6	Turnover of MSE Sector	Rs. Lakh	440439.55
7	Turnover of Large & Medium Sector	Rs. Lakh	478254.66

Source: - DI, Punjab

#### 3.3 Year Wise Trend of Units Registered (2014-15)

YEAR	No. of Registered Units	Employment (No.)	Investment (Lakh Rs.)
2009-10	25370	114963	71864
2010-11	18905	88561	53785
2011-12	16701	80118	508.31
2012-13	16948	82055	55760.52
2013-14	17195	83802	66328.61
2014-15	13947	71999	63742.77

Source: DI, Punjab

**3.4 DETAILS OF EXISTING MICRO & SMALL ENTERPRISES AND ARTISAN UNITS IN THE DISTRICT**

NIC Code	Types of Industry	Units	Employment	Investment	Production
		(No.)	(No.)	(Rs. Lakh)	(Rs. Lakh)
15	Mfg. of Food Products Beverages	535	3782	4954.36	67369.32
16	Tobacco Products				
17	Mfg. of Textiles	529	4660	14631.95	41986.44
18	Mfg. of Wearing Apparels	377	2081	2909.54	10449.34
19	Leather & Leather Products	288	856	425.54	468.52
20	Mfg. of Wood Products	147	727	457.96	2214.64
21	Mfg. of Paper & Paper Products	145	1005	1516	17960.66
22	Printing / Publishing	111	318	451.5	2418.63
24	Chemicals & Chemical Products	889	4070	3109.46	53289
25	Rubber & Plastic Products	305	2084	2884.79	33160.8
26	Other Non-Metallic Products	294	1336	1125.92	3309.68
27	Basic Metals	317	1486	1586.25	7066.8
28	Fabricated Metal Products	1744	6431	3849.91	38643.17
29	Machinery & Equipment	2881	11893	7262.5	42403.19
30	Off, Account & Computing	4	17	18.8	189.81
31	Electrical Machinery & Apparatus	442	1985	743.99	8845.01
32	Radio TV Communication Equip.	35	124	61.66	694.13
33	Medical Precision & Optical etc.	11	56	55.95	217.02
34	Motor Vehicles Trailers etc. &	71	263	120.66	1121.5
35	Mfg. of other Transport Equipment	164	670	158.86	898.71
36	Mfg. of Furniture Mfg. N.E.C	727	2649	1457.07	5749.89
40	Electricity Gas Steam Hot water	1	5	12.2	49.5
50	Maintenance & Repair of Motor	49	362	154.92	641.67
52	Maintenance & Repair Household	371	1910	1295.92	4629.94
63	Cold Storage	87	1045	1056.11	2972.96
64	Post & Telecommunication	3	33	1119	139.7
72	Computer & Relating Activities	57	161	325.85	656.98
74	Other Business Activities	103	602	539.25	1931.56
93	Other Service Activities	21	59	44.05	187.81
	Sub Total	10708	50670	52329.97	349666.38
	Artisan Units (Non-SIDO)	3239	21329	11412.8	90773.17
	Grand Total	13947	71999	63742.77	440439.55
	TOTAL	12418	55429	39785.97	278514.97

Source: DI, Punjab

**3.5 Large Scale Enterprises / Public Sector Undertakings:**

**3.5.1 List of Large Scale Enterprises/PSUs:**

M/s Amritsar Swadeshi Textile Co-op (P) Ltd. Ram Tirth Road, Amritsar  
M/s OCM India Ltd. G.T. Road, chherhatta, Amritsar  
M/s Sun City Amusement park, Ltd. Batala Road, Amritsar.  
M/s Amritsar Distt. Coop Milk Union Ltd. Verka, Amritsar.  
M/s Avichal Embroidery (P) Ltd, Verka Bye Pass, Amritsar.



M/s B.B. Embroidery, Verka vallha Bye Pass, Amritsar.  
M/s K.P. Embroidery, 373, Indl. Focal Point, Amritsar.  
M/s Khasa Distillery company, Khasa, Amritsar.  
M/s Amritsar Crown Caps, Jandiala Guru, Amritsar.  
M/s Northern Railways Mechanical Workshop, G.T. Road, Putlighar, Amritsar.  
M/s Mahant Overseas, Village Chhaba, Amritsar.  
M/s Rana Sugars Ltd. Butter Seviyan, Amritsar.  
M/s Ajnala Coop Sugar Mills Ltd. Bhalla Pind, Ajnala, Amritsar.  
M/s Veesha Plasto Prints (I) Pvt. Ltd. Batala Road, Amritsar.  
M/s Shiva Art Embroiders, verka, Amritsar.  
M/s T. K shawls Industries (P) Ltd. Industrial Estate, Amritsar.  
M/s Shri Radha Raman Embroidery (P) Ltd., Ajnala road, Amritsar.  
M/s Gopi fabrics (P) Ltd. Majitha bye Pass, Amritsar.  
M/s Varindra Spinners Ltd. Majitha bye Pass, Amritsar.  
M/s Khanna Paper Mills, Amritsar.  
M/s Health aid Foods Specialties (P) Ltd., Ajnala Road, Amritsar. M/s Shree Luxmi Narayan Embroidery, 17, focal Point, Amritsar. M/s Nijjer Agro Foods ltd. Village Meharbanpura, Amritsar.  
M/s Prakash industries Ltd. G.T. Road, Rayya, Amritsar.

### **3.5.2 Major Exportable Items:**

Rice, Textiles, Paper

### **3.5.3 Growth Trends:**

The Amritsar is industrial hub from the very beginning, but the industrial activities suffers, first in 1947 at the time of partition and it comes on the border with Pakistan, and secondly at the time of militancy in 1980s, but with the entrepreneurship spirit of the local industrialist take it to its glory. There are many Medium and Large Units established with the pass of time procuring the services of local Micro & Small Scale Units.

### **3.5.4 Vendorisation/ Ancillarisation of the Industry:**

There are many Large Scale/ Units located in the district procuring the services of local Micro & Small Scale Units. The more investment in large sector shall provide more opportunities for Vendorisation in MSE sector. Moreover, Amritsar is the Hub of Textiles industry, where many units are interdepending able on each other for various processes, like, Spinning, dyeing, finishing, printing etc. provides opportunities for Vendorisation.

## **3.6 Service Enterprises**

### **3.6.1 Existing Service Sector:**

The service industry of Amritsar mainly includes repair & servicing of motor vehicles, motor cycles / scooters, household goods, workshops and Pappar, warrian etc.

### 3.6.2 Potential Areas for Service Industry:

1. Engineering Workshops	2. Computer Education	3. Designer Boutique
4. Beauty & Health Care	5. Coaching Centers	6. Tiffin Service
7. Transportation	8. Mobile Repairing	9. Printing & Packaging

### 3.7 Unregistered Sector

The data on unregistered sector in Amritsar district was not readily available with DIC. However, it is informed that the unregistered MSME sector in the district is dominated by service enterprises which has majority of proprietary units. The unregistered sector in the district produces goods & services pertaining to different industrial groups such as Food & Beverages, Readymade Garments, textiles, dyeing & Hosiery, Wooden Products, Paper Products & Printing, Leather Goods, Rubber & Plastic Products, Chemical & Chemical Products, Non-metallic Mineral Products, Mechanical Products, Electrical Machinery & Apparatus, Machinery & Parts, Repair & Services and Transport Equipment & Parts etc.

### 3.8 Potential for New MSMEs

1. Biscuits and Bakery Products	2. Confectionery Items	3. Oil Expellers
4. Steel Furniture	5. Milk Products	6. Leather Shoes
7. Paper Bags	8. Agriculture Implements	9. Building Hardware Items
10. Ice Cream & Ice Candy	11. Packaging Materials	12. Rice & Dal Mill Machinery
13. RCC Pipes & Collars	14. Floor Mills	15. Cement Bricks & Blocks
16. Tyre Retreading	17. Paint & Varnish	18. Book Binding
19. Wooden Furniture & Fixtures	20. Cattle feed	21. Rolling Shutters
22. Parts of Industrial Machinery	23. General Engg Workshop	24. Generator Sets
25. inverters	26. Aachar & Murraba	27. Electric Fans

## 4 Existing Clusters of Micro & Small Enterprises

### 4.1 Detail of Major Clusters

#### 4.1.1 Manufacturing Sector:

The district has no identified cluster. However, the following probable clusters may be taken up for development:

Rice mill Cluster, Printing & Packaging Cluster, Textile Cluster, General Engineering Cluster, Amritsar

#### 4.1.2 Service Sector:

1. Repair & Servicing of Agriculture Machinery Cluster at Amritsar,
2. Pappar & warrian, Wooden Handicrafts, Amritsar etc.

### 4.2 Details of Identified clusters:

The district has no identified cluster.

## 5. General issues raised by Industrial Associations of Amritsar

- (a). High rate of electricity charges & erratic supply.
- (b). Insufficient supply of skilled labour.
- (c). Illegal land encroachments in Industrial Estate.
- (d). Industrial Estate should have proper arrangement of water supply.
- (e). More benefits & incentives have been provided to agriculture, while industry has been ignored.
- (f) In general Banks provide funds to big units at low interest rates whereas small units have to pay higher rates.
- (g) NAREGA Scheme Should be implemented in the Industrial Sector also.

## 6. Prospects of Training Programmes (2016-17)

S. No.	Programmes	Subject	Proposed programmes to be conducted
1	ESDP	IT, Fashion Designing, Beauty & Health Care	Will be conducted as per sanction received from Headquarter
2	MDP	Computer Accountancy, Working Capital Management, Modern Business Concepts, Export Procedures & Documentation etc.	Will be conducted as per sanction received from Headquarter
3	BSDP	-	
4	EDP	General	Will be conducted as per sanction received from Headquarter
5	IMC	Self-Employment Opportunities	Will be conducted as per sanction received from Headquarter

## 7. Action Plan for MSME Schemes (2016-17)

S. No.	Name of the Scheme	Proposed activity on the scheme
1	MSE-CDP	The awareness programme on MSE Cluster Development for Textile, Printing & Packaging, General Engineering, Pappar warren & Rice Shelling will be organized.
2	ISO – 9000 / 14000/ HACCP reimbursement	Reimbursement of funds to the ISO – 9000 / 14000/ HACCP certified units
3	MSE-MDA	MSE units will be motivated to participate in international exhibitions and receive assistance under the scheme.
4	CLCSS	Initiative will be taken as per the guidelines of headquarter regarding the scheme
5	Capacity Building & strengthening of data base	-
6	International cooperation	The industrial associations will be motivated to participate in international trade fairs, explore international markets and receive the benefits under the scheme
7	TREAD for women	-
8	VDP	-
9	National Awards	The competent MSME units will be motivated to apply for National Awards for their outstanding performance
10	<b>NMCP schemes</b>	
a	Lean Manufacturing	The awareness & implementation of scheme in Mini Clusters on lean manufacturing practices will be launched
b	Design Clinic	MSEs will be persuaded to obtain assistance for making improvements in their product & process design needs in their enterprises
c	Marketing Assistance & Tech. Up gradation	MSEs will be motivated to explore new markets through State/District level local exhibitions / trade fairs. Reimbursement to the approved proposals shall be provided accordingly.
d	QMS/QTT	The awareness on the QMS/QTT will be created
e	Tech. & Quality Up - gradation support	The MSEs will be motivated to go for quality certification. The units having national/international certification will be reimbursed under the scheme
f	ICT	-
g	Bar Code	The MSEs will be motivated to Bar Code system. The reimbursement of funds to the MSEs obtaining Bar Codes will be made.
h	IPR	The awareness on the scheme will be created in different clusters
i	Incubator scheme	The proposals from technical institutions seeking nurturing of ideas from professional beyond traditional activities of MSMEs will be persuaded.

## 8. Institutional Support

S.No	Name of agencies	Type of assistance
1.	District Industries Centre (DIC) MSME-Development Institute	Assisting MSMEs in filing Udyog Aadhaar Memorandum (UAM) registration
2.	District Industries Centre, MSME-Development Institute	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.
3.	Punjab Small Industries & Export Corporation (PSIEC)	Land and Industrial shed
4.	Banks, District Industries Centre (DIC), Khadi & Village Industries Board (KVIB), Small Industries Development Bank of India (SIDBI)	Financial Assistance
5.	National Small Industries Corporation (NSIC), Steel Authority of India (SAIL), Punjab Small Industries & Export Corporation (PSIEC)	For raw materials under Govt. Supply
6.	National Small Industries Corporation	Plant and machinery on hire/purchase basis.
7.	Punjab State Power Corporation Ltd.	Power/ Electricity
8.	District Industries Centre (DIC), MSME-Development Institute	Technical Know –how
9.	Bureau of Indian Standards (BIS)	Quality & Standard
10.	National Small Industries Corporation (NSIC), District Industries Centre (DIC), Director General of Foreign Trade (DGFT), MSME-Development Institute	Marketing /Export Assistance