



सत्यमेव जयते

BRIEF INDUSTRIAL PROFILE OF BATHINDA DISTRICT

MSME

MICRO, SMALL & MEDIUM ENTERPRISES

सूक्ष्म, लघु एवं मध्यम उद्यम

OUR STRENGTH * हमारी शक्ति

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1. GENERAL CHARACTERISTICS OF THE DISTRICT

Bathinda District is situated in the Southern part of Punjab State in the heart of Malwa region. It forms part of newly created division Faridkot and is situated between 29° -33 & 30° -36 North latitude and 74° -38 and 75° -46 East longitude. The district is surrounded with Sirsa and Fatehabad of Haryana State in the south, Sangrur and Mansa district in the East, Moga in the North-east and Faridkot & Muktsar in the North-west.

The district derives its name from the district headquarters town of Bathinda, which is of great antiquity. According to Khalifa Muhammad Hassan, author of History of Patiala, its ancient name was Bikramgarh. According to Raverty, Bathinda was known as Tabarhindh (Labb - ut-Twarikh). According to Ibn Batuta it was known as Batrind. The earliest mention of Tabarhindh occurs in the "Jami-Ul-Hakayat" written about 607 Hijri or 1211 AD. According to "Ainai-Barar Bans" Bathinda was built by Bhati Rao, son of Bal Band, who became ruler of Punjab in 336 Bikrami Sambat. He also founded Bhatner. It was also called Whatinda and Bitunda which finally become known as Bhatinda. But its name was changed to Bathinda on the authority of Survey of India to conform to the phonetical expression as locally pronounced. In recent times the town was conquered by Maharaja Ala Singh (near about 1754 AD) and since then it followed the history of erstwhile princely state of Patiala.

1.1 LOCATION & GEOGRAPHICAL AREA.

The District lies between 29° -33 & 30° -36 North latitude and 74° -38 & 75° -46 East longitude.

1.2 TOPOGRAPHY

The district is situated within the Satluj-Ganga plain. The whole of the district is a low-lying flat area. The only contour line running across the area is of 220 meters. It runs from the south-east of Sidhani village northward through Kahangarh (Mansa Tahsil) and then north-west to Bareta (Mansa Tahsil). From here, the line runs north-west and passes just west of Kishangarh (Mansa Tahsil). Then it moves just south-west of Gidrene (Sirsa District, Haryana) and goes westward through Daska. From here, the contour takes a south-west bend and goes towards Datewas (Mansa Tahsil, from where it takes a north-westerly direction and goes through Chak Niagaon and Gurney Kalan (Mansa Tahsil). The presence of only one counter indicates the flattish nature of the surface.

The slope of the area is from north-east to south-west as indicated by the direction of the flow of canals and spot heights. The highest point in the area is Ratta Khera (Hisar District, Haryana) in north-eastern part with a height of 205 meters. The lowest point is at a height (Talwandi Sabo Tahsil). The elevation of the plain thus has a range of about 25 meters.

1.3 AVAILABILITY OF MINERALS.

Kankar. – *Kankar*, popularly known as Rore in the area occurs mainly in two different forms – (a) hard and compact sheet (hard pan deposit) and (b) nodular variety. The bedded form of the hard and compact sheet of *kankar* occurring usually over the nodular variety ranges in thickness from 0.10 meter to about a meter below an overburden ranging from 0.30 meter to about 1.50 meter from the surface whereas the soil zones containing nodular variety of *kankar* range in thickness from 0.10 meter to 2.00 meter and contain *kankar* varying from as low as 2 per cent to as high as about 80 per cent by volume.

The pea size fragments are generally associated with the *pandoo* and other clay, small size-nodules with the clayey soils medium to big size fragments with the sandy soils and large size nodules with the pure sand horizons. It is noteworthy to note that as the size of the enclosing particles of soil containing *kankar* increases, size of the *kankar* nodules increases. However, the frequency factor of such nodules is inversely related to the permeability of the associated soil zones. Thus, though the sands contain normally large size nodules of *kankar*, these are relatively sparsely distributed in the sand.

Alkaline Earth. – Alkaline soil occurs in patches in the entire area of about 1.6 sq km around Baretta, Kishangarh, Sangrehri, Juglan, Khiwa Khurd, Hiron Kalan, Khiwa Kalan, Dhaipai, Bhikhi and Bhalowan (all in Mansa Tahsil). Out of these, Baretta, Kishangarh, Khiwa Khurd and Heron Kalan contain substantial deposits. A rough estimate indicates about 13,600 tons of alkaline soils in these areas.

1.4. FOREST

An area of 6000 hectares is covered under protected forest, which is 0.14 % of total forest area of the state. It shows that district lacking in forest resources.

1.5 ADMINISTRATIVE SET UP

For administrative purposes, the district of Bathinda forms a part of the Ferozpur Division, Ferozpur. The district comprises four tahsils, viz. Bathinda (including sub-tahsils Badhlada and Sardulgarh), Rampura Phul, and Talwandi Sabo, all of which have been made subdivisions. Bathinda was upgraded to a subdivision in 1971. Mansa was a subdivision when the district was formed in 1948. Rampura Phul and Talwandi Sabo were made subdivisions in 1971 and 1979, respectively.

For administrative point of view, the district has been divided into 6 sub division, 3 tehsils, 8 blocks. there are 681 Gram panchayats, 581 inhabited villages and 04 uninhabited. Number of census town are 13.

DISTRICT AT A GLANCE

S.	Particular	Year	Unit	Statistics
1	Geographical Features			
(A)	Geographical Data			
	i) Latitude			29 ^o -33 & 30 ^o -36
	ii) Longitude			74 ^o -38 & 75 ^o -46
	iii) Geographical Area		Hectares	337000
(B)	Administrative Units			
	i) Tehsils /Sub divisions	2011	Nos.	3
	ii) Sub-Tehsil	2011	Nos.	6
	iii) Blocks	2011	Nos.	8
	iv) Panchayat Simitis	2011	Nos.	8
	v) Nagar nigam	2011	Nos.	-
	vi) Nagar Palika/ Municipal committee	2011	Nos.	12
	vii) Gram Panchayats	2011	Nos.	313
	viii) Inhabited villages	2011	Nos.	279
	xi) Assembly Area	2011	Nos.	6
2.	Population			
(A)	Sex-wise			
	i) Male	2011	Nos.	632809
	ii) Female	2011	Nos.	550486
(B)	Rural Population			
	i) Male	2011	Nos.	444118
	ii) Female	2011	Nos.	387423
(C)	Urban Population			
	i) Male	2011	Nos.	188691
	ii) Female	2011	Nos.	163063
3.	Agriculture			
A.	Land utilization			
	i) Total Area	2010-11	Hectare	337000
	ii) Forest cover	2010-11	Hectare	6000
	iii) Barren and uncultivable land	2010-11	Hectare	-
	iv) Non Agriculture Land	2010-11	Hectare	34000
	v) Misc. (Cultivable waste & Fallow land)	2010-11	Hectare	-
	vi) Net area sown	2010-11	Hectare	296000
	vii) Area sown more than once	2010-11	Hectare	260000
	viii) Total cropped area	2010-11	Hectare	556000
4.	Forest			
	(i) Forest	2010-11	Hectare	6000

5.	Livestock & Poultry			
A.	Cattle			
	i) Cows	2007	Th Nos.	105.49
	ii) Buffaloes	2007	Th Nos.	274.04
B.	Other livestock			
	(a) Horses & Ponies	2007	Th Nos.	2.00
	(b) Donkeys	2007	Th Nos.	0.21
	(c) Mules	2007	Th Nos.	0.68
	(d) Sheep	2007	Th Nos.	29.75
	(e) Goats	2007	Th Nos.	39.30
	(f) camel	2007	Th Nos.	0.86
	(h)Pigs	2007	Th Nos.	1.04
C	Poultry	2007	Th Nos..	247.45
6	Transport			
	Roads			
	(a) National Highway	2010-11	Kms	125
	(b) State Highway	2010-11	Kms	2580
	(c) Roads maintained by local bodies	2010-11	Kms	556
7	Communication			
	(a) Telephone connection	2010-11	Nos.	48892
	(b) Post offices	2010-11	Nos.	155
	(c) Telegraph office	2010-11	Nos.	01
	(d) Telephone Exchange	2010-11	Nos.	79
	(e) Public Call Offices	2010-11	Nos.	55
8	Public Health			
	(a) Allopathic Hospital	2011	Nos.	4
	(b) Beds in Allopathic hospitals	2011	Nos.	280
	(c) Ayurveda Institutions	2011	Nos.	27
	(d) Homoeopathic Institutions	2011	Nos.	07
	(e) Community health centers	2011	Nos.	09
	(f) Primary health centers	2011	Nos.	20
	(g) Dispensaries	2011	Nos.	77
9	Banking Sector			
	(a) State Bank of India	2010	Nos.	21
	(b) State Bank of Patiala	2010	Nos.	52
	(c) Punjab National Bank	2010	Nos.	17
	(d) Other Commercial Banks	2010	Nos.	74
	(e) Co-operative Banks	2010	Nos.	39

10	Education			
	(a) Primary school	2010	Nos.	439
	(b) Middle schools	2010	Nos.	155
	(C) High School	2010	Nos.	148
	(c) Senior Secondary Schools	2010	Nos.	286
	(d) Colleges	2010	Nos.	27
	(e) Universities	2010	Nos.	-
	(f) Polytechnic Institutions	2010	Nos.	8
	(g) Tech. Ind. Art & Craft School	2010	Nos.	3
	(h) I.T.Is	2010	Nos.	01

3. INDUSTRIAL SCENERIO OF BATHINDA

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

S. No	Name of Ind. Area	Land acquired	Land developed	Prevailing Rate	No of Plots	No. of Units in Production
1	Indl. estate Bathinda	-	-	-	28	-
2	Focal Point (old) Bathinda	-	-	-	62	-
3	Focal Point (new) Bathinda	-	-	-	117	-
4	Growth centre Bathinda	-	-	-	401	-
	Total	-	-	-	608	-

3.2 INDUSTRY AT A GLANCE (2014-15)

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	4462
2.	REGISTERED MEDIUM & LARGE UNIT	NO.	17
3.	WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NO.	23998
4.	EMPLOYMENT IN LARGE AND	NO.	6759

	MEDIUM INDUSTRIES			
5.	NO. OF INDUSTRIAL AREA	NO.		4
6.	TURNOVER OF SMALL SCALE IND.	INR Lacs		148175
7.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	INR Lacs		268047

3.3 YEAR WISE TREND OF UNITS REGISTERED (Up to 2014-15)

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT (Nos.)	INVESTMENT (lacs Rs.)
Up to	2009-10	4227	21955	18966
	2010-11	4241	22744	21195
	2011-12	4262	23270	22369
	2012-13	4296	23778	24571
	2013-14	4474	24452	28695
	2014-15	4462	23998	24788

Source: DI, Punjab

3.4 DETAILS OF EXISTING MICRO & SMALL ENTERPRISES AND ARTISAN UNITS IN THE DISTRICT (Upto 2014-15)

NIC CODE	Type of Unit	Units (No)	Employment (No)	Investment (Rs. Lacs)	Production (Rs. Lacs)
15	MFG OF FOOD PRODUCTS & BEVERAGES	486	4095	6852.14	37530.35
16	MANUFACTURE OF TOBACCO PRODUCTS	1	15	31.03	346.50
17	MFG OF TEXTILE INCLUDING DYEING/PROCESSING	17	612	894.69	7504.47
18	MFG OF HOSIERY & GARMENT INCLUDING EMBROIDERY	83	274	54.60	125.50
19	LEATHER & LEATHER PRODUCTS	19	566	115.24	281.10

20	MFG OF WOOD PRODUCTS	37	125	130.04	388.65
21	MFG OF PAPER & PAPER PRODUCTS	10	138	206.26	723.67
22	PUBLISHING PRINTING & REPRODUCTION OF RECORDED MEDIA	44	402	413.91	1074.80
23	MFG. OF COKE, REFINED PETROLEUM PRODUCTS & NUCLEAR FUEL, BOTTLING OF LPG	3	25	230.36	633.80
24	MFG OF CHEMICAL & CHEMICAL PRODUCTS	59	938	1649.97	4883.32
25	MFG OF RUBBER & PLASTIC PRODUCTS	29	618	542.45	32565.12
26	MFG OF OTHER NON-METALIC MINERAL PRODUCTS	56	2316	904.58	5731.83
27	MFG OF BASIC METAL	37	512	778.33	5878.17
28	MFG OF FABICATED METAL PRODUCTS EXCEPT MACHINERY & EQUIPMENT	120	1051	799.70	6248.58
29	MFG OF MACHINERY & EQUIPMENT N.E.C.	573	3088	1212.73	5965.30
30	MFG. OF OFFICE, ACCOUNTING & COMPUTING MACHINERY	1	8	1.87	25.00
31	MFG OF ELECTRICAL MACHINERY & APPARATUS N.E.C.	61	1022	2264.70	17658.52
32	MFG. OF RADIO, TELEVISION, COMMUNICATION EQUIPMENT & APPARATUS	2		8.68	15.00
34	MFG OF MOTOR VEHICLES, TRAILERS & SEMI-TRAILERS & PARTS	146	871	320.70	1241.88

35	MFG OF OTHER TRANSPORT EQUIPMENT (CYCLE & PARTS)				
36	MFG OF FUNITURE, MFG OF N.E.C	145	871	340.70	1241.88
50	MAINTENACE & REPAIR OF MOTOR VEHICLE NIC 1998 CODES 50200 & 50404				
52	MAINTENACE & REPAIR OF PERSONAL & HOUSEHOLD GOODS NIC 1998 CODES 52601 TO 09	389	1637	499.08	682.00
63	COLD STORAGE	19	205	2276.51	1709.00
64	POST & TELECOMMUNICATION	1	1	14.00	7.00
72	COMPUTER & RELATED ACTIVITES	7	21	16.76	43.00
74	OTHER BUSINESS ACTIVITES (NIC 1998 CODES 74131-33, 221,300,941-42, 950, 93&94	3	15	44.13	190.00
93	OTHER SERVICE	2	8	8.87	10.00
	Total MSME Units:	2350	19443	20612.03	132704.44
	Non MSME Units	2112	4555	4175.95	15471
	G. Total MSME +Non MSME Units	4462	23998	24788	148175

Source: DI, Punjab

3.5 LARGE SCALE ENTERPRISES / PUBLIC SECTOR UNDERTAKINGS

3.5.1 LIST OF LARGE SCALE ENTERPRISES

S N.	Name & Address of the unit
1.	M/s Ambuja Cements Ltd, Malout Road, Bathinda
2.	The Bathinda District Co-op Producer Union Milk Plant, Bathinda
3.	M/s Ultra Tec Cement Ltd, Behind GHTP, Lehra Mohbat
4.	M/s Hindustan Insecticides Ltd, A-4, Indl. Growth Centre, Bathinda
5.	M/s Gurur Nanak Dev Thermal Plant, Bathinda

6.	M/s Vardhman Polytex Ltd, Badal Road, Bathinda
7.	National Fertilizer Ltd, Bathinda
8.	M/s GHTP Vill: Lehra Mohbat
9.	M/s BCL Industries & Infrastructure Ltd, Hazi Rattan, Bathinda

3.5.2 MAJOR EXPORTABLE ITEM

1. Yarn

2. Milk Products

3.5.3 GROWTH TRENDS:

Though there were major developments in real estate activities in the district in recent past, yet the industrial sector also witnessed some investment in large sector. The new investment in large scale sector was observed in the field of Plastic and food products.

3.5.4 VENDORISATION/ ANCILLARISATION OF THE INDUSTRY:

The Large Scale/PSU Units located in the district viz. NFL, Hindustan Insecticide HML etc. procure the services of local Micro & Small Scale Units. The more investment in large sector shall provide more opportunities for vendorisation in MSE sector.

3.6. MEDIUM SCALE ENTERPRISES

3.6.1 LIST OF MEDIUM SCALE ENTERPRISES

S.N.	Name & address of the unit
1.	M/s Bharat Gas LPG Bottling Plant, Plot NO. A-1&2, PSIEC GC, Bathinda
2.	M/s Pujab Spintex Ltd, Vill: Behman Diwana
3.	M/s Partap Spintex Ltd, Koptli Road, Mour Road, Bathinda

3.6.2 MAJOR EXPORTABLE ITEMS: YARN

3.7 SERVICE ENTERPRISES

3.7.1 EXISTING SERVICE SECTOR:

The service industry of Bathinda mainly includes repair & servicing of motor vehicles, motor cycles / scooters, household goods, workshops and cold storage etc.

3.7.2 POTENTIAL AREAS FOR SERVICE INDUSTRY:

1. Vehicle Workshop	2. Beauty & Health Care	3. Coaching Centers
4. Engineering Workshops	5 Transportation	6 Computer Education

3.8 UNREGISTERED UNITS

The data on unregistered sector in Bathinda 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, Wooden Products, Rubber & Plastic Products, Non-metallic Mineral Products, Mechanical Products, Electrical Machinery & Apparatus, Machinery & Parts, Repair & Services and Transport Equipment & Parts etc.

3.9 - POTENTIAL FOR NEW MSMES

1. Biscuits and Bakery Products	2. Confectionery Items	3. Wooden Furniture & Fixtures
4. Ice Cream & Ice Candy	5. Electrical Accessories	6. Milk Products
7. Paper Bags	8. Electrical Accessories	9. Book Binding
10. RCC Pipes & Collars	11. Packaging Materials	12. Cement Bricks & Blocks
13. Rolling Shutters	14. Glazed Tiles	15. Building Hardware Items
16. Tyre Retreading	17. Agriculture Implements	18. General Engg Workshop
19. Steel Furniture	20. Rice & Dal Mill Machinery	21. Wires and Cables
22. Parts of Industrial Machinery	23. General Engg Workshop	24. Generator Sets

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:

1. Air Cooler & its Parts.

4.1.2 SERVICE SECTOR: NIL

4.2. DETAILS OF IDENTIFIED CLUSTERS:

The district has no identified cluster.

5. GENERAL ISSUES RAISED BY INDUSTRIAL ASSOCIATIONS OF BATHINDA

- (a) Insufficient supply of skilled labour.
- (b) High rate of electricity charges.
- (c) Industrial Estate should have proper arrangement of water supply.

6. PROSPECTS OF TRAINING PROGRAMMES (2016-17)

S.No.	Programme	Subject
1	ESDP	Computer accountancy, web designing & website maintenance, Computer Hardware maintenance & Networking Garments Manufacturing, Soft toys making. Food processing, CNC Milling & turning, Conventional training, Milling& Grinding
2	MDP	Computer accountancy, Working Capital Management, Modern business concept, Export Procedures& documentation etc.
3	EDP	General
4	IMC	Self employment Opportunity

7. ACTION PLAN FOR MSME SCHEMES (2016-17)

S. N	Name of the Scheme	Proposed activity on the scheme
1	MSE-CDP	The awareness on MSE Cluster Development Programme
2	ISO – 9000 / 14000/ HACCP reimbursement	Reimbursement of funds to the ISO – 9000 / 14000/ HACCP certified units
3	MSME-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	International cooperation	The industrial associations will be motivated to participate in international trade fairs, explore international markets and receive the benefits under the scheme
6	TREAD for women	-
7	VDP	One State Level Vendor Development Programme will be conducted to promote vendorisation / ancillarisation in the district
8	National Awards	The competent MSME units will be motivated to apply for National Awards for their outstanding performance
9	NMCP schemes	
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 will be provided accordingly,
d	QMS/QTT	The awareness on the QMS/QTT shall be created
e	Tech. & Quality Up - gradation support	The MSEs will be motivated to go for quality certification. The units having national/international certification shall be reimbursed under the scheme
f	Bar Code	The MSEs will be motivated to Bar Code system. The reimbursement of funds to the MSEs obtaining Bar Codes shall be made.
g	IPR	The awareness on the scheme will be created in different clusters
h	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.	Bureau of Indian Standards (BIS)	Quality & Standard
9.	National Small Industries Corporation (NSIC), District Industries Centre (DIC), Director General of Foreign Trade (DGFT), MSME-Development Institute	Marketing /Export Assistance