



सत्यमेव जयते

BRIEF INDUSTRIAL PROFILE
OF
DISTRICT
MANSA

MSME

MICRO, SMALL & MEDIUM ENTERPRISES

सूक्ष्म, लघु एवं मध्यम उद्यम

OUR STRENGTH * हमारी शक्ति

Micro, Small & Medium Enterprises Development Institute
Govt. of India, Ministry of MSME
Industrial Area-B, Partap Chowk
Ludhiana-141003

Ph: 0161-2531733-34-35, Fax: 0161-2533225

Website: www.msmedildh.gov.in e-mail: dcdi-ludhiana@dcm sme.gov.in

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1. General Characteristics of the District

Mansa, one of the seventeen districts of Punjab State, came into existence on 13 April 1992¹. It is named after the headquarters town of Mansa. The town is said to have been founded by Bhai Gurdas who belonged to village Dhingar now in Mansa District. The district of Mansa with headquarters at Mansa was created on 13 April 1992. Mansa, formerly a subdivision of Bathinda District was excluded from the district and was created as a separate district. Budhlada and Jhunir were made tahsils/subdivisions of Mansa District. Sardulgarh has been made new tahsil/subdivision of Mansa District by abolishing Jhunir Tahsil/Subdivision on dated 13 September 1993. Now the district comprises of three tahsils with subdivisional headquarters at Mansa, Budhlada and Sardulgarh. Besides, there was one sub-tahsil viz. Baretta which was formed on 20 July 1995.⁴ Now the district has been included in the Faridkot Division

1.1 Location & Geographical Area.

Mansa is one of the three districts of the Faridkot Division. It is one of the southern districts of the Punjab State and lies between north latitude $29^{\circ}-33'$ to $30^{\circ}-13'$ and between east longitude $75^{\circ}-10'$ to $75^{\circ}-47'$. It is bounded by the Sangrur and Bathinda districts in the north, east and west and Haryana State in the south. According to the Director of Land Records of Punjab the total area of the Mansa District in 1999-2000 was 2,138.99 sq. km. Mansa District is one of the smallest districts in terms of area in the State. It ranked twelfth in terms of area in the State.

1.2 Topography

The Mansa District forms part of Satluj-Ganga plain and is characterized by low lying flat area. The elevation of the land surface ranges from 208 meters in the southwest to 233 meters in the northeast. Thus the slope of the ground is from northeast to southwest. The range of elevation in the district is about 15 meters. Hence gentle slope is characteristic feature of the area. The Ghaggar River crosses the district through its southern part running in the northeast to southwest direction and doing some geomorphic work in the southern part of the district. On a macroscale this area may be considered as one landform unit but at macroscopic scale the topographical variation may be delineated which is due to flooding of river and presence of sand dunes in some part of the district.

The monotony of the plain surface is broken by presence of sand ridges. Which are residuals of sand dunes in different parts of the district. These sand dune features were quite apparent few decades ago but due to development of agriculture many of these were leveled down but the residuals of these dunes break the monotony of the landscape. The sand dune is a ridge of sand which can assume various forms. Here, in this district linear sand ridges can be observed here and there.

1.3 Availability of Minerals.

1.3.1 Kankar.- *Kankar*, popularly known as *rore* in the area, occurs mainly in two different

forms viz. hard and compact sheet (hard pan deposit) and nodules. The bedded form of the hard and compact sheet of *kankar* occurs usually over the nodular variety and varies in thickness from 10 centimeters to about a meter. The soil zones containing nodular variety of *kankar* range in thickness from 10 centimetre to 2.00 metre. The content of *kankar* in the soils range from 2 to 80%.

The pea size *kankar* nodules are generally associated with the *pandoo* and other clays, 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. Thus, the size of the *kankar* increases with the increase in the grain size of sediments. 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 sparsely distributed in the sand.

1.3.2 Alkaline Earth.- Alkaline earth occurs in patches in the area, around Baretta, Kishangarh, Sanghreri, Juglan, Khewa Khurd, Hiron Kalan, Bhikhi, Dhaipai and Bhalowan. Out of these, Baretta, Kishangarh, Khewa Khurd and Hiron Kalan contain substantial deposits.

1.3.3 Salt Petre.- Salt petre occurrences have been located at Sanghreri. Ghandh Khurd, Mandi Kalan, Biroke Kalan, Kishangarh, Bhikhi, Dhalewan and Bareh.

Groundwater.-Water bearing formations in the area mainly include fine to medium grained sand or sand and *kankar* with little admixture of clay. At shallow depths the groundwater occur under water table conditions and in deeper aquifers occur under confined conditions. The groundwater quality is good close to the Ghaggar River but in other parts the degree of mineralization is quite high, rendering the groundwater unfit both for irrigation and drinking purposes

1.4 FOREST

The Divisional Forest Officer with headquarters at Mansa looks after forestry in the district. This division has been divided into two ranges, i.e Mansa and Budhlada. The area under forests in the State is much lower i.e only 5.7 per cent of the total area of the State. The Mansa District is known for high velocity dust storms and shifting of sand dunes because it is very close to Rajasthan desert. The total area under forests in the district during 1999-2000 was 2,687.50 hectares.

1.5 Administrative set up.

The Mansa District comprised of 244 villages (238 inhabited and 6 uninhabited) with 244 gram Panchayat spread over three tahsils viz. Mansa, Budhlada and Sardulgarh. There were 5 towns viz. Mansa, Budhlada, Baretta, Bhikhi and Sardulgarh in the district.

2. DISTRICT AT A GLANCE

S.No	Particular	Year	Unit	Statistics
1	Geographical Features			
(A)	Geographical Data			
	i) Latitude			29 ^o -33' to 30 ^o -13'
	ii) Longitude			75 ^o -10' to 75 ^o -47'
	iii) Geographical Area		Hectares	219000
(B)	Administrative Units			
	i) Tehsils /Sub divisions	2011	Nos.	3
	ii) Sub-Tehsil	2011	Nos.	4
	iii) Blocks	2011	Nos.	5
	iv) Panchayat Simitis	2011	Nos.	5
	v) Nagar nigam	2011	Nos.	0
	vi) Nagar Palika	2011	Nos.	2
	vii) Gram Panchayats	2011	Nos.	244
	viii) Inhabited villages	2011	Nos.	238
	ix) Assembly Area	2011	Nos.	3
2.				
(A)	Sex-wise			
	i) Male	2011	Nos.	366446
	ii) Female	2011	Nos.	322312
(B)	Rural Population			
	i) Male	2011	Nos.	290763
	ii) Female	2011	Nos.	255566
(C)	Urban Population			
	i) Male	2011	Nos.	75683
	ii) Female	2011	Nos.	66746
3.				
A.	Land utilization			
	i) Total Area	2010-11	Hectare	214000
	ii) Forest cover	2010-11	“	3000
	iii) Barren and uncultivable land	2010-11	“	--
	iv) Non Agriculture Land	2010-11	“	15000
	v) Misc. (Cultivable waste & Fallow land)	2010-11	“	7000
	vi) Net area sown	2010-11	“	190000
	vii) Area sown more than once	2010-11	“	176000
4.	Forest			
	(i) Forest	2010-11	Hectare	3000
5.	Live Stock & Poultry			
A.	Cattle			
	i) Cows	2007	Th Nos.	55.68
	ii) Buffaloes	2007	“	233.08

B.	Other livestock			
	(a) Horses & Ponies	2007	Th Nos.	1.17
	(b) Donkeys	2007	Th Nos	0.12
	(c) Mules	2007	“	0.60
	(d) Sheep	2007	“	18.54
	(e) Goats	2007	“	18.34
	(f) Pigs	2007	“	0.78
C	Poultry		Th Nos.	216.98
6	Transport			
	Roads			
	(a) National Highway	2010-11	Kms	-
	(b) State Highway	2010-11	Kms	2201
	(c) Roads maintained by local bodies	2010-11	Kms	2091
7	Communication			
	(a) Telephone connection	2010-11	Nos.	17591
	(b) Post offices	2010-11	Nos.	100
	(c) Telegraph office	2010-11	Nos.	-
	(d) Telephone Exchange	2010-11	Nos.	54
	(e) Public Call Offices	2010-11	Nos.	289
8	Public Health			
	(a) Allopathic Hospital	2011	Nos.	2
	(b) Beds in Allopathic hospitals	2011	Nos.	130
	(c) Ayurveda Institutions	2011	Nos.	12
	(d) Homoeopathic Institutions	2011	Nos.	2
	(e) Community health centers	2011	Nos.	4
	(f) Primary health centers	2011	Nos.	14
	(g) Dispensaries	2011	Nos.	38
9	Banking Sector			
	(a) State Bank of India	2010	Nos.	8
	(b) State Bank of Patiala	2010	Nos.	17
	(c) Punjab National Bank	2010	Nos.	10
	(d) Other Commercial Banks	2010	Nos.	37
	(e) Co-operative Banks	2010	Nos.	22
10	Education			
	(a) Primary school	2010	Nos.	336
	(b) Middle schools	2010	Nos.	115

(c) High schools	2010	Nos.	90
(d) Senior Secondary Schools	2010	Nos.	77
(e) Colleges	2010	Nos.	7
(f) Universities	2010	Nos.	-
(g) Polytechnic Institutions	2010	Nos.	3
(h) Tech. Ind. Art & Craft School	2010	Nos.	4
(i) I.T.Is	2010	Nos.	1

3. Industrial Scenario of District Mansa

3.1 Existing Status of Industrial Areas in the District Mansa

The District has no Industrial Focal Point, Industrial Estate or industrial area developed by authority.

3.2 Industry at a Glance (2014-15)

Sr. No.	Head	Unit	Particulars
1	Registered Micro & Small Units	No.	944
2	Registered Medium & Large Units	No.	0
3	Employment in MSE Sector	No.	6468
4	Employment in Large and Medium Industries	No.	0
5	No. of Industrial Areas	No.	
6	Turnover of MSE Sector	Rs. Lakh	57657.74
7	Turnover of Large & Medium Sector	Rs. Lakh	0

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

YEAR	No. of Registered Units	Employment (No.)	Investment (Lakh Rs.)
2009-10	1974	7276	4349
2010-11	2392	8624	4111
2011-12	2396	8649	4169
2012-13	2019	7807	7567.98
2013-14	2145	9815	12069.49
2014-15	944	6468	10908.72

3.4 Details of Existing Micro & Small Enterprises and Artisan Units in the District (2014-15)

NIC Code	Types of Industry	Units (No.)	Employment (No.)	Investment (Rs. Lakh)	Production (Rs. Lakh)
15	Mfg. of Food Products Beverages	237	3017	5023.56	27157.33
17	Mfg. of Textiles	16	463	235	6898
18	Mfg. of Wearing Apparels	2	8	59	71
19	Leather & Leather Products	87	151	27	112
20	Mfg. of Wood Products	35	151	2134.36	2628.3
22	Printing / Publishing	7	25	5	20
23	Coke & Refined Petroleum Prod.	7	97	165.3	942
24	Chemicals & Chemical Products	18	167	221.66	1907
25	Rubber & Plastic Products	18	68	236	1269
26	Other Non-Metallic Products	24	399	229.16	1706.44
27	Basic Metals	1	8	1	65
28	Fabricated Metal Products	23	73	72	537.9
29	Machinery & Equipment	146	730	1296.07	10276.77
31	Electrical Machinery & Apparatus	16	64	89	586
33	Medical Precision & Optical etc.	3	12	7.3	170
34	Motor Vehicles Trailers etc. & Parts	57	299	104	466
35	Mfg. of other Transport Equipment	3	13	11.26	13
36	Mfg. of Furniture Mfg. N.E.C	79	251	163.43	848
50	Maintenance & Repair of Motor Veh.	85	138	63	44
52	Maintenance & Repair Household	60	128	52	178
63	Cold Storage	10	58	398	171
64	Post & Telecommunication	1	2	2	4
74	Other Business Activities	9	146	313.62	1587
	Sub Total	944	6468	10908.72	57657.74
	Artisan Units (Non-SMEs)	0	0	0	0
	Grand Total	944	6468	10908.72	57657.74

3.5 Large Scale Industries / Public Sector undertakings

There is no Large Industries in Mansa District.

3.5.1 Major Exportable Item : Nil

3.5.2 Growth Trends: Nil

3.5.3 Vendorisation / Ancillarisation of the Industry

The investment in large sector shall open new avenues for vendarisation/ ancilarisation of local MSE in the district.

3.6 Medium Scale Enterprises: There is no Medium Scale Unit in Mansa District.

3.6.1 List of the units in Mansa : Nil

3.6.2 Major Exportable Item : Nil

3.7 Service Enterprises

3.7.1 Existing Service Sector:

The service industry of Mansa mainly includes repair & servicing of motor vehicles, motor cycles / Truck, auto, TV, watch, cycle, cold storage, cable, colour film, photo state etc.

3.7.2 Potentials areas for service industry

1. Servicing and repairing of automobile component	2. Servicing and repairing of Electronic items	3. Designer Boutique
4. Beauty & Health Care	5. Electronic repairing	6. Tiffin Service
7. Transportation	8. Coaching Centers	9. Computer Education

3.8 Unregistered Sector

The data on unregistered sector in Mansa 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 & 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.

3.9 Potential for new MSMEs

1. Agricultural Implements	2. Food processing	3. Food Oil Expellers
4. Packaging Materials	5. Parts of Industrial Machinery	6. Milk Products
7. Electronics repairing	8. Auto Parts & Components	9. Book Binding
10. Paper Bags	11. Biscuits and Bakery	12. Tissue Paper Napkins
13. Ice Cream & Ice Candy	14. Leather Shoes	15. Confectionery Items

4. Existing Clusters of Micro & Small Enterprise

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. Agricultural Implements in Mansa
2. Wheat Cutter in Mansa

4.1.2 **Service Sector:** Repair & Servicing of Agriculture implements in Mansa.

4.2. Details of Identified clusters: The district has no identified cluster.

5. General issues raised by Industrial Associations of Mansa

- a) Develop Industrial focal point for agricultural implement.
- b) High rate of electricity charges.
- c) Insufficient supply of skilled labor.
- d) Insufficient supply of water.

6. Prospects of Training Programs (2015-16)

Sr. No.	Programs	Subject	Proposed programs to be conducted
1	ESDP	IT, Fashion Designing, Beauty & Health Care	Will be conducted as per sanction received from Headquarter
2	MDP	Computer Working Modern Export & Documentation etc Accountancy, Capital Management, Business Concepts, Procedures	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 2016-17

S. No.	Name of the Scheme	Proposed activity on the scheme
1	MSE-CDP	The awareness on MSE Cluster Development Programme for Textile, Printing & Packaging will be created
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	One State Level Vendor Development Programme will be conducted to promote vendorisation / ancillarisation in the district
9	National Awards	The competent MSME units will be motivated to apply for National Awards for their outstanding performance
10	NMCP schemes	
a	Lean Manufacturing	The awareness & implementation of scheme in Mini Clusters on lean manufacturing practices will be launched
b	Design Clinic	MSEs shall be persuaded to obtain assistance for making improvements in their product & process design needs in their enterprises
c	Marketing Assistance & Tech. Up gradation	MSEs shall 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 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 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 for Online registration of Udyog Adhaar Number
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	For raw materials under Govt. Supply
6.	National Small Industries Corporation	Plant and machinery on hire/purchase
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	Marketing /Export Assistance