



**BRIEF INDUSTRIAL
PROFILE OF
DISTRICT
SBS NAGAR**



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Brief Industrial Profile of SBS Nagar District

1. General Characteristics of the District

Shahid Bhagat Singh Nagar District was carved out of Hoshiarpur and Jalandhar district of Punjab on 7th November, 1995 on the birthday of Guru Nanak. The district headquarter town Nawan shahar is said to have been built during the region of Ala-uddin Khilji (1295-1316) by his Afgan Military Chief Nausher khan, previously it was called Nausar but with the passage of time, the town came to be known as Nawanshahr. Shahid Bhagat Singh (SBS) Nagar district is one of the smallest district of Punjab.

1.1 Location & Geographical Area

The district Nawanshahar is located between the north latitude 30°-58° and 31°- 37° longitude. It is surrounded by district Rup Nagar in the east, district Hoshiarpur in the north, district Jalandhar in the west and district Ludhiana and Kapurthala in the south. River Sutlej touches the district on southern side.

1.2 Topography

Topographically of Shahid Bhagat Singh (SBS) Nagar District comprise extremely fertile lands. It is due to the presence of river Sutluj. The district has a moderate climate. The average annual rainfall in the district is 70 cm. The rainfall in the district in general increases from south-west towards the north-east.

1.3 Availability of Minerals

The district is more or less devoid of economic minerals. However, sand occurring in the flood plain of Satluj River is quarried to meet the local demand as building material. Quartzite boulders of various colors belonging to the Shivalik Boulder Beds are being used for construction purposes. The white boulders occurring in the Khads emerging from Shivaliks such as Basu Khad can probably be used in glass industry. A glass factory utilizing such boulders is already there.

1.4 Forest

The forest covers an area of 178 hectares is covered under reserved, private and unclassified forest, which is 14.05% of the total area of the district.

1.5 Administrative setup

For administrative purpose, the district has been divided into 3 Tehsils namely Nwanshahr, Balachaur & Banga. And 5 blocks namely Aur, Banga, Nawanshahr, Balachaur & Saioya. As per information available from Economic & Statistical Organisation, Punjab, there are 465 inhabited villages in the district.

2. District at a glance

S. No.	Particular	Year	Unit	Statistics
1	Geographical Features			
(A)	Geographical Data			
	i) Latitude			30°-58°
	ii) Longitude			31°-37°
	iii) Geographical Area		Hectares	119000
(B)	Administrative Units			
	i) Tehsils /Sub divisions	2011	Nos.	3
	ii) Sub-Tehsil	2011	Nos.	0
	iii) Blocks	2011	Nos.	5
	iv) Gram Panchayats	2011	Nos.	458
	v) Inhabited villages	2011	Nos.	465
	vi) Assembly Area	2011	Nos.	3
2.	Population			
(A)	Sex-wise			
	i) Male	2011	Nos.	3,14,415
	ii) Female	2011	Nos.	2,99,947
(B)	Rural Population			
	i) Male	2011	Nos.	2,49,182
	ii) Female	2011	Nos.	2,39,675
(C)	Urban Population			
	i) Male	2011	Nos.	65,233
	ii) Female	2011	Nos.	60,272
3.	Agriculture			
A.	Land utilization			
	i) Total Area	2010-11	Hectare	119000
	ii) Forest cover	2010-11	"	16000
	iii) Barren and uncultivable land	2010-11	"	1000
	iv) Non Agriculture Land	2010-11	"	11000
	v) Misc. (Cultivable waste & Fallow land)	2010-11	"	0000
	vi) Net area sown	2010-11	"	97000
	vii) Area sown more than once	2010-11	"	86000
	viii) Total cropped area	2010-11	"	183000
4.	Forest			
	(i) Forest	2010-11	Hectare	16000
5.	Livestock & Poultry			
A.	Cattle			

	i) Cows	2007	'000' nos.	41.00
	ii) Buffaloes	2007	'000' nos.	131.08
B.	Other livestock			
	(a) Horses & Ponies	2007	'000' nos.	0.32
	(b) Donkeys	2007	'000' nos.	0.04
	(c) Mules	2007	'000' nos.	0.19
	(d) Sheep	2007	'000' nos.	0.39
	(e) Goats	2007	'000' nos.	4.80
	(f) Pigs	2007	'000' nos.	0.27
C	Poultry	2007	'000' nos.	115.36
6	Transport			
A.	Roads			
	(a) National Highway	2010-11	Kms	-
	(b) State Highway	2010-11	Kms	2105
	(c) Roads maintained by local bodies	2010-11	Kms	2406
7	Communication			
	(a) Telephone connection	2010-11	Nos.	35778
	(b) Post offices	2010-11	Nos.	121
	(c) Telegraph office	2010-11	Nos.	1
	(d) Telephone Exchange	2010-11	Nos.	34
	(e) Public Call Offices	2010-11	Nos.	509
8	Public Health			
	(a) Allopathic Hospital	2011	Nos.	4
	(b) Beds in Allopathic hospitals	2011	Nos.	94
	(c) Ayurveda Institutions	2011	Nos.	24
	(d) Homoeopathic Institutions	2011	Nos.	3
	(e) Community health centers	2011	Nos.	4
	(f) Primary health centers	2011	Nos.	17
	(g) Dispensaries	2011	Nos.	49
9	Banking Sector			
	(a) State Bank of India	2010	Nos.	7
	(b) State Bank of Patiala	2010	Nos.	12
	(c) Punjab National Bank	2010	Nos.	20
	(d) Other Commercial Banks	2010	Nos.	77
	(e) Co-operative Banks	2010	Nos.	47
10	Education			
	(a) Primary school	2010	Nos.	405

	(b) Middle schools	2010	Nos.	117
	(c) High schools	2010	Nos.	72
	(d) Senior Secondary Schools	2010	Nos.	71
	(e) Colleges	2010	Nos.	18
	(f) Universities	2010	Nos.	-
	(g) Polytechnic Institutions	2010	Nos.	4
	(h) Tech. Ind. Art & Craft School	2010	Nos.	3
	(i) I.T.Is	2010	Nos.	3

3. Industrial Scenario of District SBS Nagar

2.1 Existing Status of Industrial Areas in the District SBS Nagar (2014-15)

Sr. No.	Name of Ind. Area	Land acquired (In hectare)	Land developed (In hectare)	No of Plots	No of allotted Plots	No of Vacant Plots	No. of Units in Production
1	Industrial Focal Point Nawanshahr	50 Acres	50 Acres	110	110	Nil	34

Source: - DIC, SBS Nagar

2.2 Industry at a Glance (2014-15)

Sr No	Head	Unit	Particulars
1.	Registered MSE Units	No.	2371
2.	Registered Medium & Large Unit	No.	9
3.	Employment in MSE Sector	No.	8846
4.	Employment in Large and Medium Industries	No.	4190
5.	No. of Industrial Area	No.	01
6.	Turn over small Scale Industries	Rs. Lacs	13720.63
7.	Turn over Medium & Large Industries	Rs. Lacs	358105.43

Source: DI, Punjab

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

YEAR	No. of Registered	Employment	Investment (Lakh)
2009-10	2384	8525	13045.00
2010-11	6610	40154	75529.00
2011-12	6811	39054	78236.00
2012-13	2407	8799	13562.68
2013-14	2368	8839	13719.58
2014-15	2371	8846	13720.63

Source: DI, Punjab

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

NIC Code No. (2 digit)	Type of Industry	Units (No.)	Employment (No.)	Inv. (Rs Lakh.)	Prod. (Rs. Lakh)
15	Mfg of Food Products & Beverages	163	912	1533.75	6731.31
17	Mfg of Textile Including Dyeing/Processing	19	150	122.00	33.00
18	Mfg of Hosiery & Garment Including Embroidery	20	116	67.00	46.00
19	Mfg of Leather & Leather products	72	401	38.50	132.20
20	Mfg of Wood Products	24	349	274.70	460.50
21	Mfg of paper and paper products	14	165	198.90	692.50
22	Publishing Printing & Reproduction of Recorded Media	18	68	15.00	40.00
23	Mfg. of coke, refined petroleum products & nuclear fuel, bottling of LPG	1	7	20.00	300.00
24	Mfg of chemical and chemical products	14	108	198.70	574.00
25	Mfg of rubber and plastic products	19	120	155.50	189.00
26	Mfg of other Non-Metallic Mineral products	12	223	153.44	294.32
27	Mfg of Basic metals	18	163	54.50	261.00
28	Mfg of fabricated metal products	81	357	122.23	289.05
29	Mfg of machinery and Equipment NEC	45	190	150.48	394.90
31	Mfg of Electrical machinery and apparatus	1	5	4.00	10.00
33	Mfg. of medical, precision & optical instruments, watches & clocks	1	3	0.90	6.00
34	Mfg of Motor Vehicles, Trailers	9	49	67.30	42.00
36	Mfg of furniture, wooden and still furniture	73	447	174.80	488.75
50	Maintenance and Repair of Motor Vehicles	53	383	82.38	80.00
52	Rep. of Elec. Goods.	234	805	284.54	524.60
63	Cold Store	10	181	242.00	815.50
72	Data Processing	4	17	7.00	27.00
74	Computer Designing	16	36	16.95	48.00
93	Other Service Activities	4	23	294.00	76.00
Total MSMEs		925	5278	4278.57	12555.63
Total Non-MSMEs		1446	3568	675	1165
GRAND TOTAL		2371	8846	4953.57	13720.63

Source: DI, Punjab

3.5 Large Scale Enterprises/Public Sector undertakings

3.5.1 List of Large and medium Scale Enterprises/PSUs:

1. M/sMax India Limited, VPO. Rail Majra, Tehsil Balachaur, Distt. Shaheed Bhagat Singh Nagar.
2. M/s DSM Anti Infective India Ltd. Bhai Mohan Singh Nagar, Vill. Tonsa, Tehsil Balachaur, Distt. Shaheed Bhagat Singh Nagar.
3. M/s Ranbaxy Laboratories Ltd. Village Tonsa, Tehsil Balachaur, Distt. Shaheed Bhagat Singh Nagar (Public Sector)
4. M/s DCM Engg. Limited, VPO. Asron, Tehsil Balachaur, Distt. Shaheed Bhagat Singh Nagar. (Pvt. Ltd. Co.)
5. M/s Shreyans Industries Ltd. VPO. Banah, Tehsil Balachaur, Distt. Shaheed Bhagat Singh Nagar. (Public Ltd. Company)
6. M/sThe Nawanshahr Coop. Sugar Mills Ltd. Banga Road, Nawanshahr (Co-op)
7. M/s Swaraj Mazda Limited, VPO. Asron, Tehsil Balachaur, Distt. Shaheed Bhagat Singh Nagar. (Private Sector)

3.5.2 Major Exportable Items:

Major exportable items under large scale industries are BOPP films, Leather-finishing foil metallic plastic films, Bulk drugs, Empty Gelatine Capsules, Paper etc.

3.5.3 Growth Trends:

In recent past decade, the new investment in large scale sector was observed in the field of Sugar mills & Rice mills etc.

3.5.4 Vendorisation/Ancillarisation of the Industry:

The major investment in large sector is in agro & food sector for which bulk purchases are made from local suppliers. 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:

1. M/s Markfed Modern Rice Mills, Banga Road, Nawansahr. (Co-op)
2. M/s Health caps India Ltd. Vill. Fatehpur, PO. Majra Jattan, Tehsil Balachaur, Distt. Shaheed Bhagat Singh Nagar (Public Ltd. Company)

3.6.2 Major Exportable Item

- > **Rice/Basmati Rice**

3.7 Service Enterprises

3.7.1 Existing Service Sector:

The service industry of SBS Nagar mainly includes T.V./Cable/DTH Services, Printing, Binding & Lamination, Welding Works, Photocopy Services, Motor Binding & Computer

Repairing, Cycle/motor cycle repairing, Skin and Hair Care (Beauty Parlor), Tractor Servicing, Shoe Repairing, Repair & servicing of Electrical Appliances, Repair & Servicing of refrigerators/electronics Goods, Repairs of Agricultural Implements etc.

3.7.2 Potentials areas for service industry

- Engineering Workshops
- Computer Education
- Designer Boutique
- Beauty & Healthcare
- Coaching Centers
- Transportation
- Computer Repairing
- Printing
- Mobile Repairing
- Electrical & Electronic Appliances
- Repair of Agricultural Implements
- Fun & Food Industries

3.8 Unregistered MSMEs

The data on unregistered sector in SBS Nagar 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 repair of personal and household goods 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

- Biscuits and Bakery Products
- Ice Cream & Ice Candy
- Wooden Furniture & Fixtures
- Paper Bags
- Confectionery Items
- Pickel
- Wheat Grinding
- Oil & Oil Cakes
- Aerated water
- RCC Pipes & Collars

- Tyre Retreading
- Wires and Cables
- Paint & Varnish
- Packaging Materials
- Agriculture Implements
- General Engg Workshop
- Injection Moulding Plastic Goods Viz. Lunch Boxes, Mugs, Toys etc
- Milk Products
- Book Binding
- Tissue Paper Napkins
- Cement Bricks & Blocks
- Rolling Shutters
- Cosmetics

4. Existing Clusters of Micro & Small Enterprise

4.1 Detail of Major Clusters

4.1.1 Manufacturing Sector

The district has no identified cluster

4.1.2 Service Sector:

The units involved in the activity of repair of household goods are mainly concentrated in and around Nawanshahr which are mostly in unregistered sector.

4.2 Details for Identified cluster:

The district has no identified cluster.

5. General issues raised by Industrial Association of SBS Nagar

- a) Illegal land encroachments in Industrial Focal Point should be remove and allotted to new entrepreneurs.
- b) Insufficient supply of power.
- c) High rate of electricity charges.
- d) Insufficient supply of skilled labor.
- e) Industrial Focal point should have proper arrangement of industrial infrastructure by PSIEC.

6. Prospects of Training Programmes (2016-17)

S.No.	Programmes	Subject
1	ESDP	Computer Accounting with Tally, Webpage Designing and Website maintenance, Computer Hardware Maintenance & Networking, Garments Manufacturing, Soft Toys making, Food Processing, Graphics Design, CNC Milling & Turning, Conventional Turning, Milling & Grinding etc.
2	MDP	Computer Accountancy, Working Capital Management, Modern Business Concepts, Export Procedures & Documentation etc.

3	EDP	General
4	IMC	Self-Employment Opportunities

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

S. No.	Name of the Scheme	Proposed activity on the scheme
1	MSE-CDP	The awareness on MSE Cluster Development Programme for different industrial associations shall be created
2	ISO – 9000 / 14000/ HACCP reimbursement	Reimbursement of funds to the ISO – 9000 / 14000/ HACCP certified units
3	MSE-MDA	MSE units shall 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 shall 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 shall be motivated to apply for National Awards for their outstanding performance
10	NMCP schemes	
a	Lean Manufacturing	-
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 shall be motivated to go for quality certification. The units having national/international certification shall be reimbursed under the scheme
f	ICT	-
g	Bar Code	The MSEs shall be motivated to Bar Code system. The reimbursement of funds to the MSEs obtaining Bar Codes shall be made.
h	IPR	The awareness on the scheme shall be created in different clusters
i	Incubator scheme	The proposals from technical institutions seeking nurturing of ideas from professional beyond traditional activities of MSMEs shall 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