



**Brief Industrial Profile
Of
District
RUP NAGAR**



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1. General Characteristics of the District

1.1 Location Geographical Area- The district of Rupnagar is named after its district headquarters, the town of Rupnagar. Formerly known as Ropar, the town of Rupnagar is said to have been founded by a Raja called Rokeshar, who ruled during the 11th Century and named it after his son Rup Sen. The town is of considerable antiquity. Recent excavations and explorations conducted at Rupnagar indicate that the first civilized folk to settle here were the Harapans, who apparently reached the upper Satluj towards the close of the third millennium B.C.

Included in the Patiala Division after the reorganization of Punjab in 1966, Rupnagar District falls between north latitude 31^o – 02' and east longitude 76^o – 38'. The district adjoins Una District (Himachal Pradesh) in the north, Hoshiarpur District in the northwest and Ludhiana and Patiala districts in south-west. The district comprises three Tehsils, Rupnagar, Kharar and Anandpur Sahib, and includes 919 villages (26 of these being uninhabited villages) and 9 towns, namely Rupnagar, Kharar, Chamkaur Sahib, Anandpur Sahib, Kurali, Morinda, Nangal Township, Naya -Nangal and Sahibzada Ajit Singh Nagar.

1.2 Topography

Situated in the eastern and east-central peripheral parts of Punjab, Rup Nagar is one of the smallest districts in the State. Despite its small size, the district displays the greatest physiographic diversity. Consistent with its transitional location between the Outer Himalayas and the Punjab plains, the district has a whole range of physiographic features which has made its impact on the characteristics of the human landscape of this region. On the basis of relief, slope, drainage and overlain material, the district may be divided into following five physiographic units: -

1. The Anandpur Dun **
2. The Hilly Tracts
3. The foothill Dissected Plain
4. The Upland Plain
5. The Floodplain of the Satluj

1.3 Availability of Minerals

The area forms a part of Indo-Gangetic alluvium. It is practically flat except for occurrence of small scattered sand-dunes. The geological formations identified in the area are: sandy clay with saltpetre encrustations at places, clay with sporadic sandy nodules, coarse sand, a water-bearing sand horizon

and impervious clay. The formations which have been encountered from a bore-hole drilled for oil, are the middle and upper Shiwaliks (between 195 and 700 metres).

Foundry Sand. This has been reported from Khanpur (32° 45' : 76° 38').

Ochre. The occurrences of Ochre have been reported from near Nangal (32° - 22' : 76' 22').

Glass Sand - Pure silica sand suitable for glass industry is not found in the area. However, the white quartzite boulders occurring in the river and nala beds can be crushed to obtain nearly pure silica sand. Bearly 2.3 million tonnes of white quartzite boulders have been estimated upto a depth of one metre from surface in 44 khads and chos in the areas arround Nangal and Mehindpur. Theaverage of 57 samples analysed from these areas has indicated about 98 per cent Sio₂(Silicon Dioxide) and 0.19 per centFe₂ O₃ (Ferric Oxide) in the white quartzite boulders.

The terrace deposits between Manakpur and Brari have been estimated to yield nearly 12.9 million tonnes of white quartzite fragments upto a depth of 1.5 m from surface.

The total reserve of calctufa in the Mohindpur area is estimated to be 7,000 tonnes with an average composition of 40.36 per cent CaO, 0.55 per cent MgO and 20.07 per cent acid insolutble. The area is leased to the Nangal Fertilizer Factory.

Clays - Investigation for location of clays of puzzolanic properties has been started by the Geological Survey of India in the Shiwalik Ranges. There are indications of the possibilities of getting good quality clays which may find use in pottery and building material.

1.4 Forest

An area of 517 sq. km. is covered under reserved, protected, private and unclassified forests, Which is 1.03% of total area of Punjab. It shows that the district is in sufficiency of forest resource. The main species of plants in district Rup Nagar are Eucalyptus, Shisham, Kikar and Poplar etc.

1.5 Administrative set up.

Rupnagar District is one of the five districts of Patiala Division. On 31 March 2000 it had 4 tahsils namely Rupnagar, Anandpur Sahib Chamkaur Sahib & Nangal and 2 sub tehsils namely - Morinda, Nurpur Bedi, block -7 namely: Rupnagar, Kharar, Majri, Morinda, Nurpur bedi, Anandpur Sahib and Chamkaur Sahib, Gram Panchayat -590, village -594 and area 1345 sq. km

2. DISTRICT AT A GLANCE

S.	Particular	Year	Unit	Statistics
1	Geographical Features			
(A)	Geographical Data			
	i) Latitude			31 ⁰ – 02' N
	ii) Longitude			76 ⁰ – 38' E
	iii) Geographical Area		Hectares	139000
(B)	Administrative Units			
	i) Tehsils /Sub divisions	2011	Nos.	4
	ii) Sub-Tehsil	2011	Nos.	2
	iii) Blocks	2011	Nos.	5
	iv) Panchayat Simitis	2011	Nos.	5
	v) Nagar nigam	2011	Nos.	-
	vi) Nagar Palika	2011	Nos.	-
	vii) Gram Panchayats	2011	Nos.	590
	viii) Inhabited villages	2011	Nos.	594
	xi) Assembly Area	2011	Nos.	3
2.	Population			
(A)	Sex-wise			
	i) Male	2011	Nos.	332949
	ii) Female	2011	Nos.	295897
(B)	Rural Population			
	i) Male	2011	Nos.	257900
	ii) Female	2011	Nos.	229733
(C)	Urban Population			
	i) Male	2011	Nos.	75049
	ii) Female	2011	Nos.	66164
3.	Agriculture			
A.	Land utilization			
	i) Total Area	2010-11	Hectare	139000
	ii) Forest cover	2010-11	Hectare	37000
	iii) Barren and uncultivable land	2010-11	Hectare	6000
	iv) Non Agriculture Land	2010-11	Hectare	14000
	v) Misc. (Cultivable waste & Fallow land)	2010-11	Hectare	3000
	vi) Net area sown	2010-11	Hectare	79000
	vii) Area sown more than once	2010-11	Hectare	67000
	viii) Total cropped area	2010-11	Hectare	146000
4.	Forest			
	(i) Forest	2010-11	Hectare	37000

5.	Livestock & Poultry			
A.	Cattle			
	i) Cows	2011	Th Nos.	35.73
	ii) Buffaloes	2011	Th Nos.	154.90
B.	Other livestock			
	(a) Horses & Ponies	2011	Th Nos.	0.37
	(b) Donkeys	2011	Th Nos.	0.06
	(c) Mules	2011	Th Nos.	0.23
	(d) Sheep	2011	Th Nos.	0.26
	(e) Goats	2011	Th Nos.	6.63
	(f) Pigs	2011	Th Nos.	0.74
	(g) camel	2011	Th Nos.	0.00
C	Poultry	2011	Th Nos.	2558.06
6	Transport			
	Roads:			
	(a) National Highway	2010-11	Kms	20
	(b) State Highway	2010-11	Kms	1678
	(c) Roads maintained by local bodies	2010-11	Kms	517
7	Communication			
	(a) Telephone connection	2010-11	Nos.	38434
	(b) Post offices	2010-11	Nos.	116
	(c) Telegraph office	2010-11	Nos.	2
	(d) Telephone Exchange	2010-11	Nos.	55
	(e) Public Call Offices	2010-11	Nos.	1031
8	Public Health			
	(a) Allopathic Hospital	2011	Nos.	2
	(b) Beds in Allopathic hospitals	2011	Nos.	-
	(c) Ayurveda Institutions	2011	Nos.	22
	(d) Homoeopathic Institutions	2011	Nos.	5
	(e) Community health centers	2011	Nos.	3
	(f) Primary health centers	2011	Nos.	13
	(g) Dispensaries	2011	Nos.	34
9	Banking Sector			
	(a) State Bank of India	2010	Nos.	6
	(b) State Bank of Patiala	2010	Nos.	13
	(c) Punjab National Bank	2010	Nos.	7
	(d) Other Commercial Banks	2010	Nos.	67
	(e) Co-operative Banks	2010	Nos.	25

10	Education			
	(a) Primary school	2010	Nos.	582
	(b) Middle schools	2010	Nos.	189
	(c) High schools	2010	Nos.	87
	(d) Senior Secondary Schools	2010	Nos.	69
	(e) Colleges	2010	Nos.	17
	(f) Universities	2010	Nos.	-
	(g) Polytechnic Institutions	2010	Nos.	2
	(h) Tech. Ind. Art & Craft School	2010	Nos.	79
	(i) I.T.Is	2010	Nos.	3

3. Industrial Scenario of District Rup Nagar

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

S.	Name of Ind. Area	Land Acquired	Land Developed	No. of Sheds / Plots			No. of Units in Production
				Developed	Allotted	Vacant	
1.	Naya Nangal Indl.Area	50 Acre	50 Acre	53	51	2	28

3.2 Industry at a Glance (2014 -15)

Sr. No.	Head	Unit	Particulars
1	Registered Micro & Small Units	No.	1888
2	Registered Medium & Large Units	No.	1
3	Employment in MSE Sector	No.	11311
4	Employment in Large and Medium Industries	No.	2274
5	No. of Industrial Areas	No.	
6	Turnover of MSE Sector	Rs. Lakh	80541.55
7	Turnover of Large & Medium Sector	Rs. Lakh	299139.89

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

YEAR	No. of Registered Units	Employment (No.)	Investment (Lakh Rs.)
2009-10	2821	12190	9765
2010-11	2831	12291	10143
2011-12	2839	12344	10248
2012-13	2876	12412	11634.6

2013-14	2911	12804	13360.33
2014-15	1888	11311	19073.88

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	114	512	1417.26	4377.75
17	Mfg. of Textiles	16	65	37.15	625.95
18	Mfg. of Wearing Apparels	63	600	630	1130.99
19	Leather & Leather Products	61	398	271.2	2194.46
20	Mfg. of Wood Products	74	485	397.97	1368.63
21	Mfg. of Paper & Paper Products	21	245	515.95	2435.57
22	Printing / Publishing	19	165	72.4	732.64
23	Coke & Refined Petroleum Prod.	1	3	11	36
24	Chemicals & Chemical Products	14	100	5555.69	869.43
25	Rubber & Plastic Products	46	457	389.73	1025.99
26	Other Non-Metallic Products	56	581	1939.86	4309.34
27	Basic Metals	11	207	226	1638.88
28	Fabricated Metal Products	152	1299	2010.53	42979.53
29	Machinery & Equipments	144	2485	2681.96	2443.1
31	Electrical Machinery & Apparatus	90	641	1395.63	8248
32	Radio TV Communication Equip.	23	165	130.5	1335.95
34	Motor Vehicles Trailers etc. & Parts	11	59	66	143.99
35	Mfg. of other Transport Equipment	55	344	318	615.4
36	Mfg. of Furniture Mfg. N.E.C	60	567	251.3	1874.75
50	Maintenance & Repair of Motor Veh.	43	139	113.2	352.31
52	Maintenance & Repair Household	465	1115	231.72	875.53
63	Cold Storage	12	25	200.63	394.77
72	Computer & Relating Activities	1	4	22	30.8
74	Other Business Activities	16	40	52.1	162.38
	Sub Total	1568	10701	18937.78	80202.14
	Artisan Units (Non-SIDO)	320	610	136.1	339.41
	Grand Total	1888	11311	19073.88	80541.55

Source : DI, Punjab

3.5 Large Scale Enterprises / Public Sector Undertakings:

3.5.1 List of Large Scale Enterprises/PSUs:

1. M/s. The Morinda Co-Op. Sugar Mills Ltd., Morinda.
2. M/s National Fertilizers Ltd., Naya Nangal.
3. M/s Punjab Alkalies & Chemicals Ltd., Naya Nangal
4. M/s Claass Ltd., Morinda.

3.5.2 Major Exportable Item: - Nil -

3.5.3 Growth Trends:

The existing investment in Large Scale Enterprises/PSUs in the District is in the field sugar, fertilizers, chemicals etc. There is scope for Cement Base Products like Cement Concrete Bricks and Block, Paving Blocks, Chequer and Mosaic Tiles etc.

3.5.4 Vendorisation/ Ancillarisation of the Industry:

The setting up of a few large units can boost Ancillarisation.

3.6 Medium Scale Enterprises

3.6.1 List of medium scale enterprise

1. M/s Cheema Boilers Ltd., (Unit-1) Village Ban Majra.
2. M/s Cheema Boilers Ltd., (Unit-2) Village Matheri

3.6.2 Major Exportable Items - Nil -

3.7 Service Enterprises

3.7.1 Existing Service Sector:

The service industry of Rupnagar mainly includes repair and service of motor cycles/scooters, Spice Grinding, household goods, Workshops, Taxi service, Computer & Mobile Repairing centre, Printing, Coaching Centers, Cold storage etc.

3.7.2 Potential Areas for Service Industry:

1. Beauty & Health Care
2. Dairy
3. Computer Education
4. Designer Boutique
5. Communication

6. Mobile repairing
7. Automobile repairing
8. Transportation
9. Cold Storage

3.8 Un-registered Sector

The data on unregistered sector in Rupnagar 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 Cement based products, Food & Beverages, Readymade Garments & Hosiery, Wooden Products, Paper Products & Printing, Leather Goods, Rubber & Plastic Products, Non-metallic Mineral Products, Mechanical Products, Machinery & Parts, Repair & Services and Transport Equipment & Parts etc.

3.9 Potential for New MSMEs

1. Stone Crushing Industry	2. Cold storage	3. Biscuits and bakery products
4. Cement Concrete Bricks& Paving Blocks	5. Confectionery Items	6. Cosmetics
7. Ice Cream & Ice Candy	8. Leather Shoes	9. Food processing Ind
10. Wooden Furniture & Fixtures	11. Wooden Electrical Accessories	12. Book Binding
13. Paper Bags	14. Packaging Materials	15. Tissue Paper Napkins
16. Tyre Retreading	17. Agriculture Implements	18. Building Hardware Items
19. Steel Furniture	20. Combine parts	21. Rolling Shutters
22. Parts of Industrial Machinery	23. General Engg Workshop	

4. Existing Clusters of Micro & Small Enterprises

4.1. Detail of Major Clusters

4.1.1 Manufacturing Sector:

The district has identified one cluster. However, the following probable clusters may be taken up for development: -

1. Stone Crushing Industry, Bharatgarh

4.1.2 Service Sector: Nil

4.2. Details of Identified clusters: Nil

5. General issues raised by Industrial Associations

- a) Insufficient supply of skilled labour.
- b) Illegal land encroachments in Industrial Estate should be removed.
- c) No infrastructural facility.
- d) High rate of electricity charges.
- e) There is no laid down policy for mining & use of stone by stone crushing, Sand & use of earth by Brick kilns.

6. Prospects of Training Programmes (2016-17)

S.No.	Programmes	Subject
1	ESDP	Computer Accountancy, 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 programme on MSE Cluster Development with Associations will be organized.
2	ISO – 9000 / 14000/	Reimbursement of funds to the ISO – 9000 / 14000/ HACCP

	HACCP reimbursement	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	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	VDP	One State Level Vendor Development Programme will be conducted to promote vendorisation / ancillarisation in the district
7	National Awards	The competent MSME units will be motivated to apply for National Awards for their outstanding performance
8	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 shall be provided accordingly.
d	QMS/QT	The awareness on the QMS/QT 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 shall 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 shall 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.
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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