



**Government of Kerala  
Department of Industries and Commerce**

**Industrial Potential Survey 2017**

**Kottayam District**

**DISTRICT INDUSTRIES CENTRE, KOTTAYAM  
Ozhathil Lane, Near Railway Goods Shed,  
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## **Preface**

The development of any region depends on the growth of different sectors of its economy. The industrial development of any region depends on the resources, skills, infrastructure etc. available in that area and the demand for goods and services. Setting up of industry depends not only on the large quantity of investment but also providing the employment of the people. Keeping this in view and the urgent necessity for acceleration of industrial growth of the State, the Department of Industries and Commerce, Government of Kerala decided to conduct a detailed potential survey in all districts and prepare Industrial Potential Survey Report.

Accordingly, Industrial Potential Survey of Kottayam District was carried out by District Industries Centre and the officers in the Taluk Industries Offices collected the data needed for the survey. A team of Officers in the District and Taluks have undertaken the task of timely completion of this report. I thank all the officers who have collected the valuable data and extended other support for the preparation of the report. I would also like to thank all the Departments and agencies who extended timely support by providing data and information required for this report.

The main aim of the report on Industrial Potential in Kottayam District is to give an overview of availability of natural resources, existing infrastructure & industrial scenario etc of the district. In order to find out the emerging, suitable and potential sectors of the district, analysis of the problems and prospects of Kottayam is also carried out as part of the survey. As the District Plan is under preparation by the District Administration under the supervision of District Planning Committee (DPC), the Industrial Potential Survey Report will be useful

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for planning and formulating schemes and action plans for the industrial development of the District.

I hope that this report will be useful for entrepreneurs, planners, research scholars and others engaged in developmental activities.

Kottayam,  
31.10.2017.

**RAJEEV G.**  
**GENERAL MANAGER**

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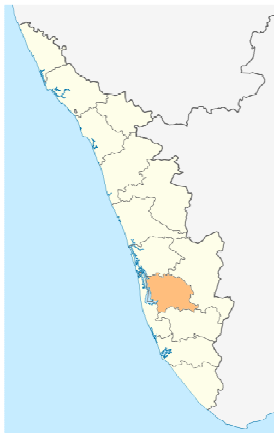


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## KOTTAYAM DISTRICT

## Chapter 1

### Introduction

#### **1.1. MSME Sector : the backbone of economic development**

The **MSME Sector** (Micro Small and Medium Enterprises) is an important pillar of Indian economy as it contributes greatly to growth of Indian economy with a vast network of around 30 million units, creating employment of about 70 million, manufacturing more than 6000 products, contributing about 45% to manufacturing output and about 40% of exports, directly and indirectly. Micro, Small and Medium Enterprises (MSME) contribute nearly 8 percent of the country's GDP, 45 percent of the manufacturing output and 40 percent of the exports. They provide the largest share of employment after agriculture. They are the nurseries for entrepreneurship and innovation. They are widely dispersed across the country and produce a diverse range of products and services to meet the needs of the local markets, the global market and the national and international value chains.

#### **1.2. MSME Sector in India**

Various stakeholders have been advocating a MSME Policy for India. The sheer numbers are staggering. But, they may be recorded to understand the magnitude of the task. As per the fourth Census of MSMEs the Report for which was published in 2012, the total number of MSMEs in India are 3.6 crores employing over 8 crore people. It is the second largest employer after agriculture. It also accounts for 45 % of total industrial production, 40% of total exports and contributes very significantly to the GDP. Manufacturing segment within the MSME contributes to 7.09% of GDP. MSMEs also contribute to 30.50% of services. The total contribution of MSMEs to the GDP is 37.54%.

The MSMEs of India would be the cradle for the “Make in India” vision. This would be the nursery where small existing businesses have the potential to become world beaters tomorrow. The larger players amongst the MSME space also are in a unique position to become global players attracting partners with technology and funds. The Policy framework must encourage this. It will also help creating employment on a massive scale.

### **1.3. MSME Sector : Kerala and Kottayam**

Kottayam District is popularly known as 4 L’s : Land of Letters, Latex, Lakes and Legends. The geographical nature and plenty of natural rubber which helpful for the creation of large number of Start-ups in rubber based industry in the District. Recent Rubber value depreciation affect seriously about in economy of the District. This is mainly due to the lacks of sufficient rubber based industries. Being our District’s economy is mainly agro based, the sustainability and support can be given by industries sector. The gap between raw material availability and there utility to be fulfilled by setting of more industries.

### **1.4. Potential Survey : Purpose and Scope**

The main aim of the report on Industrial Potential in Kottayam District is to give an overview of availability of natural resources, existing infrastructure & industrial scenario etc of the district. In order to find out the emerging, suitable and potential sectors of the district, analysis of the problems and prospects of Kottayam is also carried out as part of the survey. As the District Plan is under preparation by the District Administration under the supervision of District Planning Committee (DPC), the Industrial Potential Survey Report will be useful for planning and formulating schemes and action plans for the industrial development of the District.

## Chapter 2

### **Kottayam District**

#### **2.1 Kottayam District : General Characteristics**

Kottayam is one of the prominent districts of the state and located in central Kerala. Bordered by the lofty and mighty Western Ghats on the east and the Vembanad Lake and paddy fields of Kuttanad on the west, Kottayam is a land of unique characteristics. Panoramic backwater stretches, lush paddy fields, highlands, hills and hillocks, extensive rubber plantations, places associated with many legends and a totally literate people have given Kottayam District the enviable title: The land of letters, legends, latex and lakes. The city is an important trading centre of spices and commercial crops, especially rubber.

#### **2.2 Location and Extend**

Kottayam District has a total area of 220442 Hectares, which forms 5.67% of the total area of the State, lying a little south to Central Kerala.

#### **2.3 Topography**

The district is naturally divided into high land mid land and low land, the bulk being constituted by the mid land regions. The Vembanad lake forms the western boundary. The district is naturally divided into high land, midland and lowland, the bulk being constituted by the midland regions. Meenachil and Kanjirappally Taluks have high land and midland areas while Kottayam, Changanassery and Vaikom Taluks have midland and lowland areas. Kanjirappally and Meenachil Taluks have Laterite soil, where as Vaikom Taluk, part of Changanassery and Kottayam Taluks have Aluvial soil. The district has no coastal area. The main rivers of the district are Meenachil river, the

Muvattupuzha river and the Manimala river. The soil found in the district is mainly laterite. Clay soil is also present in many parts the district. Laterite soil is suitable for rubber plantations and clay soil suitable for the seasonal crops like paddy, banana, tapioca etc.

## 2.4 Administrative Set up

Kottayam District came into existence on 1st July, 1949 at the time of the integration of the states of Travancore and Cochin. Kottayam Revenue district is divided into 5 Taluks and 95 Villages. The two Revenue Divisions are Pala (comprising of Meenachil and Vaikom Taluks with 42 Villages) and Kottayam (comprising of Kottayam, Kanjirappally and Changanassery Taluks with 53 Villages). Kottayam district is divided into 11 blocks, 71 Panchayats and 6 Municipalities. The district has 9 assembly constituencies: Kanjirapally, Changanacherry, Kottayam, Ettumannoor, Puthupally, Poonjar, Pala, Kaduthuruthy and Vaikom. The only parliamentary constituency within the district is Kottayam.

## 2.5 District at a glance

Date of formation	1 July 1949
i) Latitude	9.5916 N
ii) Longitude	76.5222 E
iii) Geographical Area	220442
<b>Demography</b>	
Total population (2011)census	19,74,551
Male	9,68,289
Female	10,06,262
Sex Ratio(female per 1000 males)	1039
Population Density	895
Decadal Growth Rate	1.07%
Child population(0-6years)	174,486

Per Capita income (2015-16) Constant price	132649
Total literacy rate(2011)	97.21%
Male literacy rate	97.97
Female	96.48
<b>Administrative setup</b>	
Taluks	5
Villages	95
Gramapanchyat	71
Block panchayat	11
Corporation	0
Municipalities	6
District panchayat	1
Loksabha seats	7
Niyamasabha seats	9
Educational district	4
<b>Agricultural scenario</b>	
Total cropped area	203749.78
Major agricultural items	Rubber,Tapioca,Spices,Coconut,Nutmeg
Land put to non agri uses	28449
Forest cover	8141
Gross irrigated area	21160
Net irrigated area ( 2015-16)	14595
Production of rice(2015-16)	49506 tonnes
Productivity of rice(2015-16)	3042 kg/ha
Area under paddy cultivation	16272
Production of milk(2015-16)(MT)	195.39
Production of egg (2015-16)	2292.272 lakhs
Production of Meat (2015-16)(000MT)	15.91
Average annual rainfall as on 2016	

<b>Industrial status (as on 31.3.2017)</b>	
Micro Manufacturing	6186
Micro Service	1051
Small Manufacturing	378
Small Service	78
Medium manufacturing	1
Medium service	0
No of development plot/area	3
No of Mini Industrial Area	11
Industrial Area developed by :	Nil
(a) District Panchayath	
(b) Block Panchayath	
(c) GramaPanchayath	
Handloom societies (working)	
Power loom societies (working)	
Coir societies(working)	
General Industrial societies(working)	
Handicrafts societies(working)	

## Chapter 3

### Resource Analysis

Natural & human resources play a significant role in the economic development of a region. Natural resources provide raw materials for industries & human resources supply labour force, skills & the entrepreneurs. Both are complimentary & supplementary for the economic development & overall growth of the region.

#### 3.1 Agriculture

The major crops in Kottayam are rubber, paddy, coconut, pepper, jack, tapioca etc.

#### Land use pattern in Hectares 2015-16

Particulars	Land Use
i) Total Area	220442
ii) Forest Land	8141
iii) Non Agriculture Land	28449
iv) Cultivable Waste land	7273
(v) Current fallow	4765
(vi) Other Fallow	2518
(vii) Net Sown Area	161368
(viii) Land Under Misc. tree crops	131
(ix) Permanent Pasture and Grazing land	0
(x) Gross Cropped Area	203749.78
(xi) Area Cultivated more than once	42382

(Dist wise from Eco & Stat Dept)

**Area, Production & Productivity of Agriculture crops 2015-16**

<b>Crop</b>	<b>Area (Ha)</b>	<b>Production (Ton)</b>	<b>Productivity (Kg/Ha)</b>
Paddy	16272	49506	3042
Tapioca	5631	220466	39152
Banana	2948	23625	8014
Sugarcane	6.78		8339
Plantain	2894	20987	7252
Pineapple	1085	7670	7069
Coconut	26849	133 million nuts	4954 million nuts
Areacanut	1614	1121	695
Nutmug	2136	1516	710
Ginger	111	359	3234
Turmeric	97	247	2546
Jack	4008	14 million nos	3493
Mango	2864	15264	5330
Cashew	375	102	272
Pepper	3215	1150	358

**Area & Production of Plantation crops**

<b>Crops</b>	<b>Area (Ha)</b>	<b>Production (Ton)</b>
Rubber	114400	775
Tea	0	0
Coffee	0	0
Cardamom	85	59
Cashew	375	272

(Dist wise from Eco &amp; Stat Dept)

### 3.2 Water

Meenachil, Moovattupuzha and Manimala rivers are the major water resources in this district. These rivers play an important function especially in irrigation and drinking purposes. The statistics regarding the surface water resources are given in the table below.

Surface water resource	Particulars
Govt. canal (Catchment Area in Ha)	2585
Govt. wells (Nos.)	706
Private wells (Nos.)	71388
Tube wells (Nos.)	1780
Other sources	259

*(Block wise from Eco & Stat or Vikasana Rekha of the block)*

Surface water natural resource*	Length (Km)	Catchment area (Km <sup>2</sup> )	Availability Mm3	Usage / Year
Meenachil River	78	1272	2350	
Manimala River	90	847	1560	
Muvattupuzha River	121	1554	3560	

*(District wise from Eco & Stat)*

### 3.3 Animal Husbandry

The cattle is on increasing trend in the district. Apart from cattle, the animal husbandry is being developed in rural and semi-urban areas to increase the subsidiary income of the farmers and the live stock. Livestock is an important subsidiary occupation for marginal farmers and agricultural labourers. It emerges income and employment opportunity in rural areas. The trend of livestock population is given in the table.

i. **Live-stock population:**

Category	Numbers
Cattle	81680
Buffalo	6141
Goat	94297
Sheep	9
Pig	7491
Poultry	707864
Rabbits	24106
Dogs	77864
Elephants	135
Horse	18

*(Dist wise from Animal Husbandry Dept)*

ii. **Milk Production in the District (MTL)**

In Kottayam most quantity of milk production is procured by the Dairy development societies. The procurement of milk by society in the last four years has an increasing trend. So it offers better income and good employment opportunity in the rural areas. The table shows the milk procurement in the last four year.

Year	District	Kerala	% w r t Kerala
2014-15	258.361	2711.13	159.77
2015-16	195.39	2649.72	92.43
2016-17	189.22	2520.29	94.88

*(Dist wise from Eco & Stat or Dairy Dev. dept)*

iii. **Society Milk Procurement**

Year	Total milk procurement	Society milk procurement	% w r t total milk production
<b>2014-15</b>	258.361(MTL)	2379573.50 (Lr)	
<b>2015-16</b>	195.39 (MTL)	30765867.81(Lr)	
<b>2016-17</b>	189.22( MTL)	29188625.7(Lr)	

*(Dist wise from Eco & Stat)*

**iv. Meat Production – MT**

Item	2015-16	2016-17
Total meat production excluding poultry	9.38	15.12
Total Poultry Meat	6.53	8.11

*(Dist wise from Animal Husbandry Dept)***3.4 Fisheries**

Kottayam does not have a coastal line. So there is no scope of marine fisheries. But in the western side, Vembanad lake gives us the good scope of inland fishing. Moreover the rivers viz. Meenachil, Moovattupuzha and Manimala have fish in abundance. Prawns, lobsters, red millets, eroplus etc are the major fish items present here. The table represents the production of fish in the last two year.

**Fish Production–(MT)**

Year	Marine	Inland
2014-15		11345
2015-16		12308
2016-17		11474(P)

*(Dist wise from DDO, Fisheries)***3.5 Minerals**

The geological survey of India has estimated that the major mineral resources in Kottayam are Lime shell and graphite. Lime shell and graphite are available in Vembanad lake areas and Chirakkadavu areas respectively. Lime shell are used for industrial purposes and is exploited by units like The Travancore cements Ltd. etc.

Graphite occurs in nature in the form of vein, dissemination (flaky) and amorphous variety. The flake type of graphite is extensive in Thiruvanthapuram, Kollam ,Kottayam, Idikky and Ernakulam which have been studied by Geographical survey of India. The studies in various laboratories in the country and abroad in respect of bulk sample collected from the flaky graphite deposits of Vadakode, Nagapuzha (Ernakulam District) and Chirakkadavu in Kanjirappally taluk in Kottayam point to good beneficiation characteristics, a high recovery of fixed carbon about 85percent and preservation of suitable flake size facilitating their use in key value added industrial application like crucible manufacture etc. The reserve position in respect of the flaky Graphite deposit of Kottayam district are given below

Category	Area covered (in cents)
Granite (Building stone)	59508.228
Laterite (Building stone)	691.6
Clay (Bricks)	93294.37

*(Block wise from Eco & Stat / VikasanaRekha or Mining & Geology Dept)*

### 3.6 Forest

The majority of forest area of Kottayam District is in Kanjirappally Taluk. The table given below shows forest statistics in this district

#### i. Forest plantation Kottayam Division( In Hectre)

Item	Area in Ha
Hard wood	4187.516
Soft wood	282.949
Bamboo/cane	344.4
Plantaion crops	10.402
Mixed Plantaion	43
Others	2238.216
<b>Total</b>	<b>7106.483</b>

*(Division wise from Forest Dept)*

**ii. Availability of Industrial Wood**

30Ha of tree plantation in the district mainly Teak, Dark wood, Jack wood, Wild jack wood etc.

**iii. Distribution/Species wise distribution of plantation area**

<b>Plantation</b>	<b>Area ( in Hectares )</b>
Teak	4056.41
Acacia & Mangium	
Eucalyptus	191.54
Cane	140.6
Bamboo	203.8
Rose wood	
Mahagoni	
Pepper	

*(Division wise from Forest Dept)*

**3.7 Human Resources**

**i. Census 2011**

(A)	Population Total	1974551
	SC	153909
	ST	21972
	Others	1798670
(B)	Sex-wise	
	i) Male	968289
	ii) Female	1006262
	Population Density/Sq.Km	896
	Sex ratio (No.of females/1000 males)	1040
(C)	Rural Population	
	i)Male	692673
	ii)Female	716485
(D)	Urban Population	
	i)Male	275616
	ii)Female	289777

(E)	Population in age group 0-6	
	i)Male	88823
	ii)Female	85663
	Sex Ratio	964
(F)	Worforce availability	
	i)Male	530322
	ii)Female	205413
	Sex ratio	387
(G)	No of Literates(Total)	1749798
	i) Male	861592
	ii) Female	888206
(H)	Main workers                      Total	604553
	Cultivators	42620
	Agri labourers	44783
	Household Industry workers	13209
	Other workers	503941
(I)	Marginal workers                      Total	131182
	Cultivators	7371
	Agri labourers	18269
	Household Industry workers	5314
	Other workers	100228

### 3.8 Education

Education Institutions	Govt.	Aided	Unaided	Total
(a) Lower Primary school	173	259	23	455
(b) Upper Primary schools	62	128	9	199
(c) High Schools	65	167	21	253
(d) Higher Secondary schools	29	54	16	81
(e) VHSE	12	5	3	20
(f) Technical Schools	3			3
(g) Polytechnics	5	1		6
(h) it is	3	1	6	10
<b>Colleges</b>				
(a) Arts & Science	1	21	12	34
(b) Engineering College	1	4	3	8

(c).Medical College	1			1
(d).Veterinary College				
(e) Diary Science College				
(f) Kerala Agricultural College				
(g)College of Agriculture & Banking Management				
(i) Nursing College	1	1	9	11
(j) Pharmacy College	2		2	4
(k) Training College	1	3		4
(l) Ayurvedic College		1	1	2
(m) Dental College	1		1	2
(o).Law College				
(p) Arabic College				
(q) Fine arts college				
<b>Research and Development institutions</b>				
(r) Agricultural University				
(s) Medical University				
(t) Food Craft institute	1	1		2
(s) Others; Specify, if any	2		7	9

### 3.9 Health

#### Medical facilities

<b>Public Health</b>	<b>2014-15</b>	<b>2015-16</b>	<b>2016-17</b>
Allopathic hospitals	103	103	104
Beds in allopathic hospitals	5145	5215	5255
Govt. Ayurveda hospitals	3	3	3
Ayurveda dispensaries	58	85	90
Homeo hospitals	33	33	33
Homeo dispensaries	57	57	57
Community health centers	19	19	19
Primary health center	55	55	55
Leprosy hospital			
Mental health care	2	2	2

Sub health center	360	360	360
District T.B centers	1	1	1

### 3.10 Unemployment

Unemployed persons registered under Employment Exchange as 31.03.2017 including that of Professional Employment Exchange and R.I centres

	General	Scheduled Caste	Scheduled Tribe	Total
Male	26758	2135	187	29080
Female	44060	7518	235	51813

Below SSLC	SSLC	+2	Graduate	P G	Technically Qualified		
					Graduate	Diploma	Certificate course
6388	54537	7261	2201	431		3063	3207

(Dist wise; From Employment Exchange Dist office)

### 3.11 Tourism

#### Tourist centers

Name & location	Name of tourist facilities	average no. of tourists visited during in a year
Kumarakom	Boating	5000
Changanacherry	Boating	10000
Ila veezha poonchira	Landscape	100000
Illikka kallu	Landscape	150000
Vechoor	Boating, Pilgrimage	120000
Murinjapuzha, Chempu	Boating	65000
Vaikom mahadeva temple	Pilgrimage	12000
Solar Boat	Boating	1500

## Chapter 4

### Infrastructure

Infrastructure facilities play an important role for the industrial development of a region. The details of the infrastructure facilities available in the district are given as follows.

#### 4.1 Transportation

##### a. Road

Kottayam lies on the National Highway 183 (Old NH 220 – KK Road) connecting the City of Kollam and Theni. The NH183 connects Kottayam to the state of Tamil Nadu.

Main Central Road (MC Road or the SH1) is one of the state highways passing through the city. This highway connects Kottayam to the north up to Angamaly. In south, it links Kottayam to Changanassery and the remaining main cities in the south up to Trivandrum. SH9 or the Kottayam Kozhenchery Road is the other state highway which connects Kottayam to the Pathanamthitta district.

Seematti Round is the junction of most of the roads in the town. It is the busiest junction with 6 roads intersecting here.

A new 4-lane road from Kodimatha to Puthuppally church along banks of Kodoor river aimed at Sabarimala and pilgrims to Puthuppally Church.

	No	Name	Distance in km
National highways	1	NH183 (KOLLAM-THENY)	53 (From Mundakayam to Kottayam)
State High ways	10		407.23
PWD roads	743		2904.659
Other roads	569	Village Roads	9254

### **b. Railways**

The district has about 54km of broad-gauge line which connect almost all stations in our country. Kottayam railway station (Station Code : KTYM) is under the administration of the Southern Railway. Kottayam railway station has 3 platforms for handling long distance and passenger trains. A railway goods shed is also situated at the station. The station is located at Nagampadam which is at a distance of 2.5 km from Kottayam town. Kottayam lies on the busy rail route between Thiruvananthapuram - Kollam - Ernakulam and is served by several long distance trains connecting most major cities in the country. Other stations in the district are Changanasserry, Chigavanam, Kumaranalloor, Ettumanoor, Vaikom Road, Piravam Road, Kaduthuruthy etc.

### **c. Airport**

Kottayam district does not have airport. The nearest airport is Cochin International Airport, 90 km to the north. Construction of an airport in Cheruvally Estate near Erumely is proposed by the Government of Kerala which is going to be the first airport in the district and nearest to the city.

### **d. Water ways**

The State Water Transport Department is operating boat services in Kottayam district through the following water ways

- Changanasserry - Alappuzha Boat Service
- Kumarakom – Muhamma Boat Service
- Kodimatha – Alappuzha Boat Service

### **e. In Land Container Port**

Kottayam Port and Container Terminal (KPCT) is the first PPP minor port and Inland Container Depot (ICD) in Kerala state, situated in Nattakom, on the banks of Kodoor river. This is also India's first port and ICD to use inland

waterway with Customs notified area for Exports & Imports. It is connected to Cochin Port by road and by an inland waterway through Vembanadu Lake at a distance of 85 Kilometers. The operation of port is based on Roll-on Roll-off (Ro-Ro) concept. The containers sealed by customs are shipped to stack points at Cochin Port using barge.

## 4.2 Power

### a. Conventional Energy : Consumption pattern

Category	No of connections	Percentage to total
Domestic	231379	79.75
Commercial	48202	16.61
Agriculture	2648	0.91
Industry	5367	1.85
Others	2552	0.88

### b. Non - Conventional Energy : Consumption pattern (Solar)

Category	Capacity
Off-Grid system	1.69MW
On –Grid system	1.492MW

### c. Power Transmission Network

Description	Nos	Reserve Power Available in MW/MVA	Capacity of stations in MVA
400 kV Sub-station	0		
220 kV “	8		611.5
110 kV “	28		451.5
66 kV “	17		176
33 kV “	14		70

## d. Distribution (as on 31.03.2017)

Sl. No	Particulars	KSEB
1	Number of distribution transformer	3595
2	Number of consumers	416494
3	Length of HT line (km)	2822.3
4	Length of LT line (km)	13212.01
5	Number of street lights	1488

## 4.3 Marketing Centres

Location	Whole sale Market (items handling)	Retail markets (items handling)	Other trading activity , specify the products	Export agency , specify the products
Kolathumkadavu market	Fish	Fish		
Changanasserry Vegetasble ,fish & provision market	Vegetables and fish	Veghetables and fish		
Paippad fish market	fish	fish		
Kanjirappally		All consumables		
Mundakkayam		All consumables		

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## Chapter 5

### Banking Sectors

The District has good infrastructure facilities in banking. The Lead Bank of District is State Bank of India. All the major commercial banks have their operations in the district. The District also has large number of registered private money lenders including that of the leading private Bankers like Muthoot Bankers, etc. the overall performance of financial institutions in the district has been encouraging in the implementation of various schemes. The numbers of various banks in the district are given in the following tables.

#### 5.1 Nationalised Banks

SI No	Name of Bank	No. of Branches		
		Urban	Rural	Total
1	Allahabad Bank	1	-	1
2	Andhra Bank	1	-	1
3	Bank of Baroda	5	3	8
4	Bank of India	2	3	5
5	Bank of Maharashtra	1	-	1
6	Canara Bank	10	23	33
7	Central Bank of India	5	7	12
8	Corporation Bank	4	3	7
9	Dena Bank	1	-	1
10	IDBI	3	-	3
11	Indian Bank	4	2	6

12	Indian Overseas Bank	5	7	12
13	Oriental Bank of Commerce	1	1	2
14	Punjab National Bank	5	2	7
15	State Bank of India	34	107	141
16	Syndicate Bank	6	5	11
17	UCO Bank	3	-	3
18	Union Bank of India	6	11	17
19	Vijaya Bank	2	2	4
20	Kerala Grameen Bank	5	26	31
21	United Bank of India	1	-	1
	<b>Total</b>	<b>105</b>	<b>202</b>	<b>307</b>

## 5.2 Private Sector Banks

Sl No	Name of Bank	No. of Branches		
		Urban	Rural	Total
1	AXIS Bank	3		3
2	Catholic Syrian Bank	4	19	23
3	City Union Bank	1		1
4	Dhanalakshmi Bank	5	3	8
5	Federal Bank	15	39	54
6	HDFC	3	8	11
7	KarurVysya Bank	1		1
8	Lakshmivilas Bank	1		1

9	South Indian Bank	11	39	50
10	ING Vysya Bank	3		3
11	Indus Ind Bank	1		1
12	ICICI	6	2	9
13	Kotak Mahindra	1		1
14	Tamilnadu Mercantile bank LTD	2		2
15	YES Bank	1		1
	<b>Total</b>	<b>58</b>	<b>111</b>	<b>169</b>

### 5.3 Co-operative Sector Banks

SI No	Name of Bank	No. of Branches
1.	State Co-operative Bank	0
2.	District Co-operative Bank	59
3.	Service Co-operative Bank	207
4	KFC	1
5	KSCARD bank	9

#### 5.4 District Level Quarterly Banking Statistics

Rs. In Crores

Sl. No.	Description	Status as on 31.03. 2017	Status as on 30.06.2017
1	No. of Branches	536	536
2	Deposits	36075.19	36415.19
3	Advances	18878.49	18878.49
4	P S Advances	6668.00	824.14
5	C D Ratio	52.36	51.84

#### 5.5 Credit Flow to MSME and Rural Industries Sector 2017 – 18 (up to 30.06.2017)

Rs. In Crores

Sl. No.	Activity	Annual Target	Achievement	% of Achievement
1	Micro / Small Enterprises	181.36	1.72	0.95
2	Village Industries / Artisans	116.86	4.94	4.23
3	MSME -Others	158.68	41.06	25.88
4	RTO	169.21	7.91	4.67
5	Retail Trade / Small Business	1105.01	100.25	9.07
6	Professional & Self employed	133.38	10.92	8.19
7	Miscellaneous	920.73	14.19	1.54
<b>Total</b>		<b>2785.23</b>	<b>180.99</b>	<b>6.50</b>

## Chapter 6

### **Industrial Scenario**

The district clearly lacks catalysts like refineries, major port, economic zone, airport etc. for major industries though it has a well educated population. Aside from two public sector companies, Hindustan Newsprint at Velloor and Travancore Cements at Nattakom, industries in the district consist mostly of small and medium scale units. The main activities are in publishing (newspapers and books) and processing of rubber (latex) and manufacturing of rubber based products. Rubber based industries in the district include a unit of MRF Ltd. (Madras Rubber Factory) in Vadavathoor, St. Mary's Rubbers (P) Ltd. Koovapilly, Kanjirappally, M/s. Midas Rubber Ltd. at Ettumanoor, Intermix factory (Neezhoor) and Rubco at Pampady.

Confined more or less to the Vaikom area of the district, is a thriving coir processing industry, processing coir and making coir products. Consisting of more than twenty co-operatives, it employs around 20,000 people. In the hand loom sector, eight co-operative societies provide employment to 2100 persons. The district has a rich forest wealth with good availability of softwood and other varieties of timber providing raw material for a number of small enterprises in the production of plywood, packing cases, splints, veneers and furniture.

The first printing press in Kerala (C.M.S. Press) was established here in 1821 by Rev. Benjamin Bailey, a British missionary. Maiden printed Malayalam-English and English-Malayalam dictionaries were published from Kottayam in 1846 and 1847 respectively.

## 6.1 MSME at a glance

Sl. No.	Particulars	
1	Registered Industrial Units	7244
2	Total Investment (Rs. In Lakhs)	104223.61
3	Total Employment	39744
4	Employment in large and Medium enterprises	4152
5	No. of Industrial Development Plots	3
6	No. Mini Industrial Estates	10

### a. Category wise details

Particulars	Micro	Small	Medium	Total
Number	7073	584	20	7677
Investmet (in lakhs):	45134.287	23549.5	35906	104589.787
Employment	29419	10698	4031	44148

### b. Sector wise details as on 31.03.2017

Sl. No.	TYPE OF INDUSTRY	NUMBER OF UNITS	INVESTMENT (Lakh Rs.)	EMPLOYMENT
1	Agro & Food based	707	19982.237	5030
2	Soda water/Packaged drinking water	126	1272.5	778
3	Cotton textile	5	66	28

4	Woolen, silk & artificial Thread based clothes.	5	94	15
5	Ready-made garments & embroidery	922	4323.92	4118
6	Wood/wooden based furniture	432	4890	1827
7	Paper & Paper products	162	1430	1348
8	Leather based	63	664	997
9	Chemical/Chemical based	80	2372	156
10	Rubber, Plastic & petro based	524	10883	4266
11	Mineral based	133	1827	887
12	Metal based (Steel Fab.)	338	1918	904
13	Engineering units	629	3297.68	2577
14	Electrical machinery and transport equipment	24	107	97
15	Repairing & servicing	955	4536.54	4100
16	Gem designing	5	5	11
17	Fashion designing	141	324.5	922
18	Others	2197	14796.89	10393
19	Artisan Units	246	237.51	448
<b>Total</b>		<b>7694</b>	<b>73027.8</b>	<b>38902</b>

**c. Year wise growth of MSMEs (last5 years)**

No of units		2012-13	2013-14	2014-15	2015-16	2016-17
Micro	Manufacturing	708	577	571	599	610
	Service	118	111	162	198	202
Small	Manufacturing	34	34	29	41	58
	Service	14	9	15	19	24

Medium	Manufacturing	0	0	0	1	0
	Service	0	0	0	0	0

#### d. Sector wise growth

Name of Sector	2012-13	2013-14	2014-15	2015-16	2016-17
Textiles & Garment	111	54	79	125	130
Glass & Ceramics	2	4	4	5	2
Mehcanical/General/Light Engineering	137	119	117	111	110
IT&ITES	17	12	15	14	5
IT Hardwares	3	6	4	2	1
Rubber Products	22	23	16	15	8
Chemical	5	8	9	13	18
Plastics	10	9	7	8	1
Paper products	23	25	24	20	6
Fruits and Food based products	13	15	7	7	9
Wood products	43	45	35	44	45
Printing & Allied	24	27	23	27	22
Building Materials	9	5	4	8	12
Rexin/Leather Products	9	12	2	6	5
Electrical & Electronics	14	4	10	11	9
Paharmaceuticals	2	3	1	1	0
Ayurvedic products	8	7	5	7	4
Service Activities	132	120	177	217	226
Miscellaneous	116	64	73	35	57
Food & Agro Based Products	100	103	102	114	160
Cement Products	50	39	33	31	22
Wax Candle	24	27	30	37	42
<b>TOTAL</b>	<b>874</b>	<b>731</b>	<b>777</b>	<b>858</b>	<b>894</b>

**e. Employment Growth**

Employment		2012-13	2013-14	2014-15	2015-16	2016-17
Micro	Manufacturing	2408	1755	1790	2010	2114
	Service	286	724	464	500	511
Small	Manufacturing	188	294	347	376	382
	Service	158	225	28	35	41
Medium	Manufacturing	0	0	0	66	0
	Service	0	0	0	0	0

**6.2 Public Sector Undertakings and Large Industries**

Name and address of the entrepreneur with phone no and email id	Name and address of of the unit	Products manufactured/services rendered	Investment(in Rs lakhs)	Employment	Expo Export details	TIN number
	Hindustan News Print, Velloor.P.O, Mevelloor	Newsprint	200Cr.	1200		
	Travancore Cements, Nattakom, Kottayam	White Cement	75lakhs (after depreciation as on5/5/15)	390		
	Travancore Cements, Nattakom, Kottayam	White Cement	75lakhs (after depreciation as on5/5/15)	390		

	MRF Limited, Vadavathoor P.O, Kottayam	Tread Rubber, Automobil e tubes & Rubber produts	227.41Cr.	1804		
	Canara Paper Mills, Vazhappally P.O, Changanacherr y	Kraft Paper	12Cr	150		
	Diamond Roller Flour mill(P)Ltd,Mavi langu.Pallom.P. O,Chingavana m, Kottayam.	Maida Sooji, Wheat Flour	28Cr.	70		
	St.Marys Rubbers Pvt.Ltd	Rubber Gloves	16Cr	95		
	Modern Rice Mill,Vechoor	Processed Rice	2.92Cr.	11		
	Malayalamano rama	News Print	965Cr.	485		
	Midas Precured Ttread(P) Ltd	Precured tread rubber, Tread rubber	25Cr.	19		
TOMY.C.VAD AYIL,VADAYIL HOUSE,THOT TAKKAD	TOMS PIPES PVT LTD,IND NAGAR	PVC PIPES AND FITTINGS	600	39	NIL	3205074 1825
K.J.LOUIS,KU RISUMMOOT TIL HOUSE,THRIK	HIGHRANGE RUBBERS PVT LTD,IND NAGAR,CHRY	RUBBER MAT	200	63	100%	

KODITHANA M,CHANGAN ACHERRY						
RAJI MATHEW MADAPPALLY	KINGS BAKERS,MADA PPALLY	BAKERY PRODUCT S	600	45		TIN 3205073 8157
TITEN MATHEW KELACHANDR A HOUSE,VAKA THANAM	KELACHANDRA POLYMERS,VA KATHANAM PO	POLITHEN E WATER TANK	600	35		
PJ JOSEPH	NIRAPARA FOOD GRAINS IE NAGAR,CHRYI	WHEAT POWDER	900	85		TIN 3205029 1364
SHYNI ROY,MATTAT HIL H,VAZHAPPA LLY	MATHATHIL BINDINGS VAZHAPPALLY	PRINTING	200	15		TIN.3205 0762187
FR.JAMES PALAKKAL ST JOSEPH ORPHANAGE PRESS OPP PALACE HOUSE CHRY	ST JOSEPH ORPHANAGE PRESS CHANGANACH ERRY	PRINTING	200	125		TIN 3205073 6482
P N WILSON,SUVI DIGITEL LAB,CHANGA NACHERRY	SUVI COLOUR LAB CHRY	PRINTED PHOTOS	300	100		

Biji Sony, Aerath House Metheri.P.O Ramapuram. P.O Pala, Kottayam 9745576777	Aerath Business Corporation	Food products	348			3205099 2767
Shan J Mamparambi I Mamparambi I pizhak 7034268686	Best Roof	Roofing Sheets	189			3205097 006
Michael Kallivayal Hevea Crumb, Paika . P.O, Pala 9447022520	Hevea Crub	Crumb Rubber	360			3205096 8625
K.C. Joseph Indiar Crumb Factory, Pala 9447115391	Indiar Crumb	Crumb Rubber	458			
George Paul Thekkevelikk akathu Kezhuvamkul am Pala 9846586120	Ive Links	Ive Tubes	183			3205096 7084
P.M Mathew Parayil House Nariyangana m Pala 9946359276	Parayil Exports	Food Products	109			
Kerala textiles Corporation	Kottayam Textiles, vedagiri	Polyester cotton yarns	>10 Cr	285	Nil	

Joji Augustine Pandiyamakki I Monippally	Santhom meta cast	Aluminum profiles	3 cr	25	Nil	3205115 1044
Shaiju P.Cyriac Pandiyamakki I House Monippally.P. O Kottayam 686 636 Kerala 9447806749	M/s. Malabar Steel & Tubes Monippally PO-686 636	Steel pipes and tubes	3 cr	6	Nil	3205111 3075

### 6.3 Major Industrial Activity

Name of the panchayath	Name of activity	No of households	No of persons involved in Household	Investment (in Rs)	Remarks( <i>specify whether associated with Govt scheme</i> )
Kootickal	Food product (Palappam)	7	30	20	No
Kanjirappally	Rubber band, Gloves etc	5	20	15	No

### 6.4 Geographic indication availed/applied for , if any specify and provide details

**6.5 Kudumbasree details**

Name of Panchayath	No of Kudubasree units	No of micro enterprises set up	Major activity		No of members involved	Remarks
			Service	Manu.		
Mundakayam	346	19	16	3	95	
kanjirappally	287	136	131	5	680	
Koruthodu	191	35	32	3	325	
Parathodu	270	5	5	0	20	
Erumeli	385	5	3	2	25	
Manimala	200	13	12	1	60	
Kootickal	154	20	19	1	126	
Madappally	804	41	21	20	137	
Vazhoor	95	67	51	16	603	
Changanachery	107	2	1	1	20	

**6.6 Status of Artisans**

Category	Number of persons	Whether all registered with KADCO
Wood based handicrafts	39	2
Other than wood based handicrafts	29	0
Handloom	25	0
Gold based	37	0
Metal based	30	0
Others	29	0

## 6.7 Industrial Land under the Department

### a. DA / DP and Multi-storeyed Gala

Name of plot /area	Area in acres	Land for dev .	Allotted area	No of units	No of units working	Not working units	SC/ST units	Women enterprises	Total Investment(in Rs lakhs)	Total Employment	Export in Rupees	Area of Unutilized Land
DP Poovanthuruth	41.25	41.25	37.45	224	214	10	4	46	2880	810	100 Cr	
Athirampuzha	1Acre	1	0.75	13	11	2	2	1	24	18	0	0
Vaikom	2.57	3.75	2.57	13	8	5	33					

**b. SIDCO – Major Industrial Estates**

Name of plot/ area	Area in acres	Land for Development	Allotted area	No of units	No of units working	Not working units	SC/ST units	Women enterprises	Total Investment(in lakhs)	Total Employment	Export in Rupees	Area of Unutilized Land
Ettumanoor	16.19H	16.19H	16.19H	66	66	0	0	4	11	200L	121	0
VERROOR	4.48		4.48	54	54	0	0	0	6	5000	200	0

**c. SIDCO – Mini Industrial Estates**

Name of plot/area	Area in acres	Land for Development	Allotted area	No of units	No of units working	Not working units	SC/ST units	Women enterprises	Total Investment(in lakhs)	Total Employment	Export in Rupees	Area of Unutilized Land
Pampady	1	1	1	10	10	0	0	1	22	24	0	0
Nattakom	1	1	1	10	10	0	1	2	34	42	0	0
Ayarkunnam	1	1	1	10	10	0	1	1	24	38	0	0
Thiruvarpvu	1	1	1	10	10	0	1	2	28	18	0	0

## d. Mini Industrial Estates – Co-operative societies

Name of plot/area	Area in acres	Land for Development	Allotted area	No of units	No of units working	Not working units	SC/ST units	Women enterprises	Total Investment(inlaks)	Total Employment	Export in Rupees	Area of Unutilized Land
Madappally	0.40		0.40	10	10	0	0	2	50	35	0	0
Paippadd	0.38	0	0.38	10	10	0	0	4	80	40	0	0
Champarakkar	1	1	1	10	10	0	0	4	60	75	0	0
Ayamanam	1	1	1	10	10	0	1	2	28	18	0	0
Kuamaranallor	1	1	1	10	10	0	1	2	26	16	0	0
Manarcad	1	1	1	10	10	0	1	2	32	19	0	0
T.V.Puram	1	0	1	10	8	2	0	1	46	25	0	0

## 6.8 Traditional Industries / Co-operative Societies

### a. Industrial Co-operative Societies

Sl. No.	Name and Address of the Society	No. of Members registered	No. of Workers	Whether SC/ST	Extend of hand & Area of building	Working/ Not working Dormant/under Liquidation
1	Gandhinagar Vanitha ICS Ltd.No. S.IND (K)223, Gandhinagar, Kottayam	20	10	-	2 cent 600 Sqft	Working
2	Indira Plastic ICS Ltd.No. S. IND(K)144, IE, Ettumanoor	140	20	-	26.15 Cent 6000 Sq. ft	"
3	Kottayam District MIE CS Ltd.No.S.IND(K)162, DIC Building, Kottayam	124		-	11.95 Acre	"
4	Gandhigram Agrobased ICS Ltd.No.S.IND(K)191, Kuravilangad	985	28	-	8.5 Acre 8000 Sq.ft	-
5	Athul Vanitha Milk Products ICS Ltd.No.S.IND(K)266, Valavoor	16	10	-	Rented	-
6	Mamatha Vanitha ICS Ltd.No.S.IND(K)272, Oravackal	10	3	-	Rented	-
7	Kottayam Municipal Industrial Estate CS Ltd.No.S.IND(K)195, Kodimatha, Kottayam	28	28	-	3.58 Acre	Working
8	Nishkama Vanitha ICS Ltd.NoS.IND(K)250, Kaipuzha	24	10	-	5 cent 450 sq.ft	-
9	Ettumanoor Hollow Bricks ICS Ltd.No.S.IND(K)264, Madapattu, Ettumanoor	140	10	-	Lease 1300 Sq.ft	-

10	Women Industrial Equipment manufacturing ICS Ltd. No. SIND(K) 169, Parathose. P.O, Kanjirappally	16				
11	Chaithanya vanitha ICS Ltd.No.S.IND(K) 244, Kudamaloor. P.O	10				
12	Dethathreya Ayurveda Oushada Nirman ICS Ltd. No.S.IND(K) 187	87				
13	Punchavayal Rubber ICS Ltd.No.S.IND(K) 167, Punchavayal		-	-	65 cent 1200 Sq ft	Working
14	Auto Industrial ICS Ltd.No.141, Koorali	55	4	-	4 cent 500 sq.ft	Working
15	Manasi Vanitha ICS Ltd.No. ICS Ltd. No.S.IND(K) 271					
16	Sabari Vanitha ICS Ltd.No. ICS Ltd. No.S.IND(K) 249	16	-	-	-	Not working
17	Grameena Vyavasaya Sahakarana Sangom ICS Ltd. No.S.IND(K) 246		-	-	-	Not working
18	Manaswini Vanitha ICS Ltd. No.S.IND(K) 226, Pulikunnu, Karinilam. P.O	17	-	-	1.62 Are 300 Sq.ft	Not working
19	Vazhappally Vanitha ICS Ltd. No.S.IND(K) 212, Vazhappally.P.O	12	-	-	-	Not working
20	Changanacherry Taluk Pattikajathi Printing & Book Binding ICS Ltd. No.S.IND(K) 207		-	SC	-	Not working
21	Thottakkadu Harijan Vanitha ICS Ltd. No.S.IND(K) 197	11	-	SCW	-	Not working
22	Nirman Industrial Workshop ICS Ltd.No.S.IND(K)190	6	-	-	30 cent 200 sq.ft	Not working
23	Rubber and Plastic ICS Ltd. No.S.IND(K) 132	-	-	-	-	Not working

24	Ithithanam Cottage Industrial Co-operative Society C.IND(K)131		-	-	-	-do-
25	Kappad vanitha ICS Ltd. No.S.IND(K) 105	112	-	8081 60	131461	-
26	Thrikkodithanam Soap ICS Ltd. No.S.IND(K) 97	-	-	-	-	Not working
27	Changanacherry Beedi & Cigar ICS Ltd. No.S.IND (K) 87	-	-	-	-	-do-
28	Kanjirappally Women ICS Ltd. No.S.IND(K) 29	-	-	-	-	-do-
29	Puzhavathu ICS Ltd. No.S.IND(K) 78	-do-	-	-	-	-do-
30	Mundakkayam Punchavayal SC Vanitha ICS Ltd. No.S.IND(K) 276	23	-	-	-	-do-
31	Kottayam District Harijan Welfare ex-trainees ICS Ltd.No.S.IND(K)183, Madhuraveli, Ayamkudi	82	-	SC	15 cent 1400 Sq.ft	Not working
32	Bright Pattikajathi Vanitha ICS Ltd.No.S.IND(K)241[ Vadukunnappuzha, Peruva P.O.	27	-	-	-	-do-
33	Ettumanoor Rubber ICS Ltd.No.S.IND(K) 196, IE, Ettumanoor	26	-	-	8 cent 1800 sq ft	Not working
34	Erattupetta Rubber Milling and Marketing ICS Ltd.No.S.IND(K)168, Erattupetta	333	-	-	8.5 cent 2500 Sq. ft	Not working
35	Akshara Note Book Manufacturing ICS Ltd. No.S.IND(K)242, Kallara	22	-	-	-	Not working

36	Jaigiri Swasraya Vanitha ICS Ltd.No.S.IND(K) 232, Kuravilangad	11	-	-	-	Not working
37	Kottayam District Electronic ICS Ltd.No.S.IND(K)227, Kottayam	11	-	-	-	Not working
38	Silpa Harijan ICS Ltd.No.S.IND (K)224, Kaduthuruthy	21	-	SC	-	Not working
39	Kudamaloor Vanitha ICS Ltd.No.S. IND(K) 205, Kudamaloor	15	-	SC	-	Not working
40	Pala Vanitha Kudil Vyavasaya CS Ltd.No.C.IND(K)82, Pala	30	-	-	-	Not working
41	Vaikom Fishermen's Net Making ICS Ltd. No.C IND(K)99, Vaikom	190	-	-	-	Not working
42	Subisha SC Rice Products ICS Ltd.No.S.IND(K)234, Vaikom	10	-	SC	-	Not working
43	Mevada Food Manufacturing and Marketing ICS Ltd.No.S.IND(K)229, Mevada	16	-	-	-	Not working
44	Golden Vanitha ICS Ltd.No.S.IND (K)233, Moonilavu	10	-	-	-	Not working
45	Meenachil Taluk Leather and Rubber ICS Ltd.No.3830, Ramapuram	99	-	-	-	Not working
46	Kidangoor Bricks and Metal ICS Ltd. No.S IND (K)59, Kidangoor	52	-	-	-	Not working
47	Kidangoor Saineeek Village ICS Ltd. Ku IND (K)246, Kidangoor	10	-	-	-	Not working

48	Kottayam Cottage ICS Ltd.No.C.IND(K)92, Muttambalam	53	-	-	-	Not working
49	Kottayam District Women Service Engineers & Technicians ICS Ltd.No.S.IND(K)217, Amayannoor	15	-	-	-	Not working
50	Kottakkapuram Vanitha IcS Ltd.No.S.IND(K)214, Kottackapuram	10	-	-	-	Not working
51	Pampady Block Kudil ICS Ltd.No.C.IND(K)94, Pallikkathodu	115	-	-	-	Not working
52	Kalikavu Vanitha ICS Ltd.No.S.IND(K)170, Kalikavu	22	-	-	-	Not working
53	Udya Printing and Binding ICS Ltd.No.4164, Kottayam	46	-	-	-	Not working
54	Meenachil Rural ICS Ltd.No.C.IND(K)149, Pala	56	-	-	-	Not working
55	Manvettom Vanitha ICS Ltd.No.S.IND(K)213, Manvettom	66	-	-	-	Not working
56	Pulari Vanitha ICS Ltd.No.S.IND(K)220, Arpookara West P.O., Kottayam	10	-	-	-	Not working
57	Rajeev Gandhi Memorial Vanitha IcS Ltd.No.S.IND(K)206, Pakalomattom P.O.	28	-	-	-	Not working
58	Ambedkhar Vanitha ICS Ltd.No.S.IND(K)228, Thiruvappu P.O.	10	-	SCW	-	Not working
59	Sai SC Vanitha Curry Powder ICS Ltd.No.S.IND(K)258, Chamakkala	10-	-	SCW	-	Not working

60	Kottayam District Harijan Leather Workers ICS Ltd.No.S.IND(K)186, Arpookara East P.O.	39	-	Sc	-	Not working
61	Keerthy Vanitha ICS Ltd.No.S.IND(K)218, Neeloor	10	-	-	-	Not working
62	Pallom NES Block Women ICS Ltd.No.C.IND(K)63, Pallom	10	-	-	-	Not working
63	Perumpuzha Vanitha ICS Ltd.No.S.IND(K)216, Athirampuzha	10	-	-	-	Not working
64	Homely Vanitha ICS Ltd.No.S.IND(K)269, Pala	10	-	-	-	Not working
65	Panachikadu Vanitha ICS Ltd.No.S.IND(K)259, Panachikadu	10	-	-	-	Not working
66	Kerala Rubber Workers ICS Ltd. No.S.IND(K)180, Ramapuram	-	-	-	-	Not working
67	Kottayam District Quarry Workers ICS Ltd.No.S.IND(K)273, Manarcadu Kottayam	-	-	-	-	Not working
68	Malanadu Handicraft ICS Ltd.No.S.IND(K)168	27	-	SCW	-	Not working
69	Kappadu Women ICS Ltd.No.S.IND(K)105	112	-	-	-	Not working
70	Vanchimala Food & Allied ICS Ltd.No.S.IND(K)230	11	-	-	-	Not working
71	Vazhappally Vanitha Industrial Co-operative Society Ltd.No.S.IND(K)212	12	-	-	-	Not working
72	Sabari Vanitha ICS Ltd.No.S.IND(K)249	16	-	-	-	-do-

73	Kairali Vanitha ICS Ltd. No. SIND (K) 270, Karikode, Vaikom	10				
74	Athirampuzha Book binding ICS Ltd. No. SIND(K 84, KTM	37				under Liquidatio n
75	Sidhartha Ayurvedic women ICS Ltd. No. SIND (K) 236, Kurppanthara	10				
76	S.N. Vanitha ICS LTd. No. SIND(K) 247, Manacadu, KTM					under Liquidatio n
77	Puthuppally Vanitha ICS Ltd. No. SIND (K) 63 Puthuppally	10				under Liquidatio n
78	Kottayam Tilla Parpadaka ICS Ltd. No. SIND(K) 161 Kottayam					under Liquidatio n
79	Poomattom Vanitha ICS LTd. No. SIND(K) 201, Puthuppally	18				under Liquidatio n
80	Changanacherry Taluk SC Printing and publishing ICS Ltd. No. SIND(K) 207, Kangazha, Changanacherry					under Liquidatio n
81	Koruthode iodised salt ICS Ltd. No. SIND(K) 215				53 cent	under Liquidatio n
82	Sivasakthi vanitha ICS Ltd. No. SIND(K) 219, Vaikom					under Liquidatio n
83	Desasevika Vanitha ICS Ltd. No. SIND(K) 274, Valavoor					under Liquidatio n
84	Kottayam Mills ICS Ltd. No. S.IND(K) 3315, Kottayam					under Liquidatio n
85	Meenachil Wood trating ICS Ltd. No. SIND (K) 240 Ramapuram					under Liquidatio n

86	Mangalya Vanitha ICS LTd. Nos. SIND(K) 231, Vazhoor					under Liquidation
87	Ponthenpuzha smallscale Readymade garments ICS LTd. No. SIND (K) 185, Ponthenpuzha					under Liquidation
88	Kottayam Dst. Industries production sales ICS LTd. No. SIND (K) 159, Kottayam,					under Liquidation
89	Vakathanam ICS LTd. No. SIND (K) 130, Vakathanam,					under Liquidation
90	Koorali auto ICS LTd. No. SIND (K) 141, Elamkulam					under Liquidation
91	Jyothis vanitha ICS LTd. No. SIND (K) 237, Pulikuttissery,					under Liquidation
92	Vaikom Small Scale ICS LTd. No. SIND (K) 4019, Vaikom,					under Liquidation
93	Bharath radio manufacturing ICS LTd. No. SIND (K) 28, Kottayam					under Liquidation
94	Panachikadu B.S.S cottage ICS LTd. No. SIND (K) 21, Panachikkad,					under Liquidation
95	Kanjirappally small scale rubber ICS LTd. No. SIND (K) 57, Kanjirappally					under Liquidation
96	Vaikom Taluk Harijan Vanitha ICS LTd. No. SIND (K) 189, Vadayar					under Liquidation
97	Durga Harijan Vanitha ICS LTd. No. SIND (K) 245, Vaikom					under Liquidation
98	Sreelekshmi Harijan Harijan Vanitha ICS LTd. No. SIND (K) 208, Vaikom					under Liquidation

99	Kottayam District Goat Breeders Harijan Vanitha ICS LTd. No. SIND (K) 275, Kurichy. P.O					Not working
100	Kottayam District Computer ICS LTd. No. SIND (K) 260, Gandhinagar, Kottayam					Not working
101	Madhurima ICS LTd. No. SIND (K) 254, Mevada					Not working
102	Kalpaka ICS LTd. No. SIND (K) 252, Puthuppally					Not working
103	Bhavana ICS LTd. No. SIND (K) 246, Panachikkadu, Kottayam					Not working

**b. Handloom Co-operative Societies**

SI No.	Name of the society	No of members registered	No of workers	Whether SC/ST	Extent of Land & Area of Building	Extent of Land & Area of Building unutilized	Working/Not working/Dormant / Under Liquidation
1	Onamthuruth Handloom Industrial Co-Operative Societies	50	10		600 Sq.fts	0	Working
2	Changanasserry HWCS	12	3		8Cent	1000Sq.ft	Not working
3	Thrikkodithanam.H WCS	12	2	SC	60Cent	1200Cent	
4	Vaikom	102	10	SC	50Cent/3000Sqft	2000Sqft	Working
5	Maravanthuruth	118	15		60Cent	1500Sqft	Working
6	Brahmamangalam	142	20		40Cent/1500Sqft	1500Sqft	Working
Powerloom	Kottayam integrated Powerloom, Amayanoor	150	80		5.5Acre	52%utilised	Working

**c. Handicrafts Co-operative Societies**

Sl. No.	Name and Address of the Society	No. of Members registered	No. of Workers	Whether SC/ST	Extend of hand & Area of building	Extended of land & Area of Building unutilised	Working/Not working/Dormant/under Liquidation
1	Thalayolaparambu Vanitha HC ICS Ltd.No.S.IND(K)13, Thalayolaparambu	220	20	-	8 cent 900 sq.ft	-	working
2	Mevelloor Brilliant HC ICS Ltd.No.S.IND(K)25, Mevelloor	53		SCW	5 cent 1200 sq. ft	-	working
3	Champakara Wood and Metal ICS Ltd.No.S.IND(K)77	79	3	-	10 cent 1500 sq. ft	-	working

4	Mundathanam SC Multipurpose ICS Ltd. No.S.IND(K) 211	27	5	Sc	4.05 Are 800 sq.ft	-	working
5	Pala Vanitha ICS Ltd.No.S.IND(K) 82, 12 Mile	35	5	-	rented		working
6	Kottayam District Womens Textile Ornamentation, Garment Making and Hospital wear Manufacturing Handicrafts ICS Ltd. No. S IND K 277, Chotti. P.O, Mundakayam						
		60			rented		working
7	Karikode Vanitha ICS Ltd.No.S.IND(K)26, Karikode, Velloor	18			1.2 Are 600 sq. ft		Not working
8	Mannanam Metal and Wood ICS Ltd.No.S.IND(K)11, Mannanam	31	-				working
9	Jyotis Vanitha ICS Ltd.No.S.IND(K)26, Mo ozhoor. P.O, Kottayam	12					Not working
10	Kottayam district Bel metal workers ICS Ltd.No.S.IND(K)26, Changanacherry						Not working
11	Chaithanya Rural Artisans ICS Ltd.No.S.IND(K)23, Mundakayam						Not working
12	Malanadu Harijan Vanitha Handicraft ICS Ltd. No.S.IND(K) 202	14		SCW			Not working
13	Changanacherry Taluk SC/ST Handicraft ICS Ltd. No.S.IND(K) 179			SC			Not working
14	Malanadu HCICS Ltd. No. SIND(K) 168, Kanjirappally	232		-	7cent 300 sq. ft		Not working
15	Nedumkunnam Artisans						Not working
16	Vazhoor NES Block Wood & Metal ICS Ltd.No.S.IND(K) 114, Changanacherry						Not working
17	Changanacherry gold smith ICS Ltd.No.S.IND(K)108						Not working

18	Kanjirappally NES block wood and metal ICS Ltd. No. S IND (K) 72						Not working
19	Changanacherry metal & allied ICS Ltd.No.S.IND(K)71						Not working
20	Iron & Steel workers ICS Ltd.No.S.IND(K)16,Vaikom	38			35 cent 1100 sq. ft		Not working
21	Kottayam district gold workers ICS Ltd.No.S.IND(K)19,Kottayam	290					Not working
22	Mannanam metal and wood ICS Ltd.No.S.IND(K)11,Mannanam	27					Not working
23	Uzhavoor block artisans ICS Ltd.No.S.IND (K) 4188, Uzhavoor	158					Not working
24	Priyadarsini SC Vanitha HC ICS Ltd.No.S.IND(K) 257, Chamakkala	21		SCW	5cent		Not working
25	Aiswarya Vnitha HC ICS Ltd. No. SIND (K) 262 Pampady	10					Not working
26	Giriputhra HCICS Ltd. No. SIND(K) 209, Moonilavu						under Liquidation
27	Iron and Timber ICS Ltd.No.S.IND(K)75, Puthuppally				4 cent		under Liquidation
28	Valakayam Vanitha HC ICS Ltd. No. SIND(K) 123, Valakayam						under Liquidation
29	Kottayam District coconut shell ICS Ltd. No. SIND (K) 119, Kottayam						under Liquidation
30	Vichithira HC ICS Ltd. No. SIND (K) 166, Chingavanam						under Liquidation

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31	Vaikom Artisans ICS Ltd. No. SIND (K) 101, Vaikom						under Liquidation
32	Lalam block Artiscns ICS Ltd. No. SIND (K) 121, Pravithanam						under Liquidation
33	Manjoor wood ICS Ltd. No. SIND (K) 56, Manjoor						under Liquidation

## Chapter 7

**SWOT Analysis****7.1 SWOT Analysis**

<b>Strengths</b>	<b>Weakness</b>
Local availability of Raw rubber/ Latex	Lack of availability of skilled labours.
Local availability of agro products. Especially Spices, Tapioca	Lack of technical knowhow
In some blocks of Kottayam local availability of Milk for diary products	90% of locally procured Rubber and Spices are not converted to Final products
Proximity to Tamilnadu for raw material purchase	Non availability of Industrial land as Industrial Estate /Area
Increased capacity of Power supply	Less export oriented units.
Human resource.	The absence of information, lack of awareness about opportunities and limited knowledge about technology and production systems is a major entry barrier for rural entrepreneurs.
Good Infrastructural facilities like Road, Water etc	Hike in land price.
Good health Care and education facility	Migration of investment and industries
Presence of Financial Institutions	Inadequate working capital and high rate of interest.
Availability of good communication system.	Inadequacy of initial capital This involves low equity on the part of promoters, under-financing agencies, particularly working capital and under estimate of capital cost.
Due to fast pace industrialization & economic development there is a tremendous demand of capital goods & engineering market	

	Deserving sick units are not identified properly for rehabilitation and the rehabilitation plans proposed by the entrepreneur some times are not given due importance.
<b>Opportunities</b>	<b>Threats</b>
<p>Tourism and related activities.</p> <p>Enhancement of capacity utilization of existing units</p> <p>Development of agricultural sector</p> <p>Government support for manufacturing sector</p> <p>Increased demand for Home made Food Products</p> <p>Decreased cost of Raw Latex makes more opportunities for rubber based products</p> <p>“Crisis in Real estate market ” and “Low Latex prices” makes more availability of Land for industrial purpose in affordable rate.</p> <p>Rapidly increasing purchasing power of burgeoning middle class</p>	<p>Non availability of land</p> <p>Scarcity of skilled man power.</p> <p>New technology changes</p> <p>Availability of low quality cheaper goods in the market.</p> <p>High conscious of people about environment makes more protection against Manufacturing units.</p> <p>Complications to obtain statutory License and clearance.</p>

## 7.2 Potential Sectors Identified

Category	Potential Sectors identified	Strategies for Development of identified sectors	Interventions needed for development of identified sectors
Nano	<b>Agro based</b>	These industries facilitate effective and efficient utilization of agricultural raw materials.	Advanced management and marketing methods should be introduced in agro-based industries which cater to the export demand.
	<b>Garment Making/ fashion Designing</b>	Shall promote new marketing Strategy and Technology	Technology Innovation programmes should be organized.
	<b>Coir yarn</b>	Important inventions in the field of product development and product diversification are inventions of coir geo-textiles for various applications, poly coir, coir matting decorative board, Coir ply, composting of coir pith using pith plus, coir briquettes etc.	Apart from the traditional items, some non-traditional coir products such as rubberized coir products, coir geo-textiles , coir pith etc. should also be exported
	<b>Screw pine</b>	Screw pine mat weaving is one of the traditional crafts in Kerala, thus have high potential in tourist destinations.	Export promotion and R&D in this sector is required
	<b>Food processing</b>	Industries like processed food and food preparations have	Adequate quality control and testing facilities should be

		tremendous export potential.	provided as per international standards
<b>Micro</b>	<b>Light engineering</b>	Light Engineering Industry is a diverse group with a number of distinctive sectors	Introduction of cluster development measures to support and strengthen growth of the sector
	<b>Wooden furniture</b>	Shall Promote highly mechanized, high volume manufacturing units.	Govt policy should encourage export of furniture.
<b>Small</b>	<b>Food products</b>	New technology awareness creation, Speedy clearance of necessary license and registrations	Export assistance, technology clinics
	<b>Spices processing</b>	Only with mass production aided by modern technology and intensive marketing can the domestic market as well as the export market be exploited to the fullest extent.	Setting of Agri-export zone (AEZ) for providing added incentive to develop green field projects
<b>Medium</b>	<b>Rubber processing</b>	Indian rubber industry is expected to grow over 8% per annum for the decade. There exist a scope for expansion and export for the coming year.	Conduct awareness for the promotion of export oriented units. Study the possibility of cluster in this area.
	<b>Food products</b>	New technology awareness creation, Speedy clearance of necessary license and registrations	Export assistance, technology clinics

### **7.3 Emerging Sectors**

- Rubber Products, Latex Form
- Spices processing including oleoresin
- Agro based Industries
- Information technology, biotechnology
- Food Processing including Meat/Poultry Processing, Bakery, Frozen Foods
- Readymade Garments
- Plastic products
- Eco friendly paper products

### **7.4 Suggestions and Recommendation to improve Industrial scenario**

- Promote entrepreneurial spirit amongst the educated youth through conducting Awareness programmes at panchayath level/Institution level
- Organises entrepreneurship development training programs.
- Implement Skill Development programmes and Technology clinics.
- More export oriented should be promoted by giving information and awareness to MSMEs about export procedures.
- Infrastructure plays an important role in the micro, small and medium enterprises development of an area. The development of infrastructure facilities is also very essential and should be a continuous process.
- Promotion and development of small and medium enterprises through various innovative initiatives
- Rural industrialisation and development of rural industries and handicrafts.
- Formulate and Implement Industrial projects through LSGD fund.

- Strengthen, Mobilize and Propagate Single Window clearance Board in such a way that entrepreneurs and automatically attracted to SWCB for all clearances and NOCs
- Accessing, admissible capital subsidy/assistance under various schemes of the Central /State Government and other agencies/organizations/financial institutions/ Banks etc by networking with respective agencies
- Identify and establish more Industrial Land/Private Industrial Estate/Industrial Parks

## 7.5 Conclusion

The MSMEs development is an on-going process. In order to boost industries, the government has taken steps like reducing the number of approvals, Strengthening Single Window Clearance Board, Cluster Development Programmes, new quality certification systems and creation of e-platform for clearing new investments.

The economic slowdown has hit the micro enterprises the hardest. Burdened by demonetization, elongation of receivable cycles and lack of working capital is forcing several SMEs to down their shutters. What is needed to further invigorate this sector is that invests more, create more jobs, and really be the leader in terms of economic growth. The issues that people talk about are availability of funds, technology, licensing procedure, the raw material prices and pick-up in the domestic environment. But ultimately it comes to capital that can be raised, a stable operating environment, stable policy environment and if you can get access to land, one will continue to see entrepreneurs flourish.