

District Export Action Plan – KATNI

1) Introduction: District Export Hub Initiative

Hon'ble Prime Minister in his Independence Day Speech on 15th August 2019 had inter-alia observed that each of our districts has a diverse identity and potential for targeting global markets and there is a need for converting each district into potential export hubs.

2) District Profile: Historical and Administrative

Name of District- KATNI

Location - Katni is a district in an eastern part of M.P. Katni is 91.5km from Jabalpur on the NH-30.

Population	12.9 lakhs
Area	4,949 km ²
Connectivity	Via Bus, Taxi, Train – No Direct Flights
Nearest Big Town	Jabalpur
DIC Katni GM contact no.	07622-224603
District magistrate GM	07622-220009

Katni is a conglomeration of culture from three different cultural states viz. Mahakaushal, Bundelkhand, and Baghelkhand. There are three different stories which reveals why Katni is called Murwara. Katni junction is having half circular Mode (turn) from wagon yard. So people call it “Murwara” Another story is that there was a village called Modwar that has been given as a reward of bravery for cutting Mud (heads). A similar story is about the British government used to cut the heads of Baggies and plunderer and hang them in squares to scare people from doing crimes.

(mponline.gov.in)

3) Location and Geographical Position:

Katni district is located in the Northeastern part of Madhya Pradesh it forms the northern district of Jabalpur commissionerate division. Murwara was the biggest (areawise) Tehsil of Jabalpur from katni came as district in 1998. The district extends from 23 °37'N to 24 °80' N and from 79 °57' E to 80 °58' E. and height from sea level is 392 m. There are three major rivers in Murwara Katni, Chhoti Mahanadi And Umdar and the name katni of murwara is given after the Katni River, which is two km away from murwara. The shape of this district is roughly oval.

(mponline.gov.in)

4) Demographic Profile (2011 Census):

According to the 2011 census Katni District has a population of 1,292,042, roughly equal to the nation of Estonia or the US state of New Hampshire. This gives it a ranking of 379th in India (out of a total of 640). The district has a population density of 261 inhabitants per square kilometre (680/sq mi). Its population growth rate over the decade 2001-2011 was 21.38%. Katni has a sex ratio of 948 females for every 1000 males and a literacy rate of 73.62%.

At the time of the 2011 Census of India, 98.04% of the population in the district spoke Hindi and 1.56% Sindhi as their first language.

5) Availability of Minerals:

Katni district produces high quality marbles that come from the village of Slimnabad. There are already many marble mines operating in the area. These marbles are already being exported throughout India and opportunities can be explored to export it abroad.

Lime & Hydrated Lime is found in large quantities in the district and has many industrial uses from concrete to paper making etc. It is a major exportable mineral in the district.

Katni is known as the city of lime. The following minerals are found in various tehsils of Katni.

- i. **Mudwara** : Limestone, dolomite ,bauxite, laterite clay, fire clay, soapstone quartz, bartizan, calcite etc. are the main minerals found in Mundwara tehsil.
- ii. **Vijayraghavgarh** : Limestone, dolomite, fireclay, laterite are the main minerals found in this tehsil.

iii. **Bahoriband** : Dolomite bauxite laterite fire clay and marble floor stone are the main minerals found in this tehsil.

iv. **Dheemarkheda** : Dolomite bauxite laterite fire clay soapstone iron ore the main minerals found in this tehsil.

Production of Mineral

		<u>Production (In Cub. Meters.) (2010-11)</u>
	<u>MAJOR MINERAL</u>	
1.	Marble	155085
2.	Sand Bauxite	416352
	<u>MINOR MINERAL</u>	
1.	Murum	28378
2.	Stone Gitti	18948

(dcmsme.gov.in)

6) Logistics Infrastructure Profile of District:

- **Road:** Katni is well connected with the Roads. State Highway and National Highway passes from the city. Buses from other cities come to Katni city.
- **Air:** Katni does not have any airport. The nearest Airport is in Jabalpur, which is around 107 KMs from Katni. The Khajuraho Airport is around 167 KMs from Katni via MP State Highway 10. Katni is well connected with the Roads. State Highway and National Highway passes from the city. Buses from other cities come to Katni city.

- **Nearby Ports including ICDs:** Container Corporation of India Limited, ICD-Mandideep, Bhopal

ICD Malanpur Concors Container Corporation Of India

- **Rail Network:** Rail Connectivity –Katni is very well connected with almost all the places of India through Train Connectivity. It is one of the major Railway Junctions of the Country.

The Railway Code of Katni is KTE. There are other railway stations also in the city-

1. Katni Murwara – KMZ
2. Katni South – KTES

Katni comes in the West-Central Railway Zone. The Administrative Head of Railways of Katni is Area Manager. The DRM of this zone sits in Jabalpur.

(katni.nic.in)

7) Agricultural Profile:

District has a perfect balance between agricultural productivity and industrial developments. Paddy, wheat, gram and pulses are the main crops of the district.

(dcmsme.gov.in)

8) Industries Profile:

Sr No.	Head	Unit	Particulars
1.	Registered Industrial Unit	No.	2937
2.	Total Industrial Unit	No.	4115
3.	Registered Medium & Large Unit	No.	09
4.	Estimated Avg. No. Of Daily Worker Employed In Small Scale Industries	No.	2950
5.	Employment In Large And Medium Industries	No.	2274
6.	No. Of Industrial Area	No.	04
7.	Turnover Of Small Scale Ind.	In Lacs	Data not available
8.	Turnover Of Medium & Large Scale Industries	In Lacs	Data not available

MSME REGISTERD

<i>YEAR</i>	<i>MICRO</i>	<i>SMALL</i>	<i>MEDIUM</i>
<i>1916-17</i>	<i>1204</i>	<i>85</i>	<i>02</i>
<i>1917-18</i>	<i>3905</i>	<i>108</i>	<i>42</i>
<i>1918-19</i>	<i>5463</i>	<i>536</i>	<i>06</i>
<i>1920-20</i>	<i>5854</i>	<i>151</i>	<i>03</i>
<i>TOTAL</i>	<i>16426</i>	<i>880</i>	<i>53</i>

(dcmsme.gov.in)

9) Services Sector Profile:

There are many places that boost tourism in Katni which are Badera Chaturyug Dham, Vijayraghavgarh Fort, Roopnath Dhaam, Roopnath Dhaam, Kamakandla Fort and Vishnu Varaha Temple. All these places have great Historical importance which attracts the tourist's.

(katni.nic.in)

10) Small and Medium Scale Industries:

1. M/s. Ojaswi Marble & Granite Pvt Ltd, Hardua, Katni
2. Premium Refractory's
3. Dabur India Ltd Company, Katni
4. M/s Sheela Agro Pvt Ltd
5. M/S Fair Food Overseas Pvt Ltd Katni
- 6.M/s Natraj Food Product Unit -2 Imaliya Katni
- 7.Sukhsagar food Pvt Ltd Padua Katni
8. Ajay Food private Ltd.IIDC Bargawa
9. TLC Incorporation IIDC Bargawa
10. Dalmiya Refractory's ltd. IIDC Lamtra
- 11.Wall Plast Product IIDC. Lamtra

12. Creative House Wares Pvt Ltd IIDC Lamtra

13. Elctrominirals India IID Lamtra

14. Union Agro tech Pvt.Ltd. katini

15. Guru Nanak Plast IID Bargawa

16. Guronanak plastic Works IIDC Bargawa

17. The National India Rubber Works Ltd.

18. Jabalpur Marble Stone Park (*dcmsme.gov.in*)

19. *Nat raj Advertising Katni*

11) Focus Products and Sectors (based on Comparative Advantage):

Refractory bricks that are used inside furnaces for protection and thermal insulation are manufactured here. It is already imported to other countries and increasing the production can yield major exportable goods from the area.

Handloom, Craft and Textile

There is an opportunity for making artificial jewellery in the area. With unique and charming designs it will be liked by people abroad and yield a good market.

Agro Produce

Dal mills in the area producing pulses that are required in the produce deficient nations are also important products of the area.

Oil mills can be set up here as there is an opportunity for them in the area. This could have been in demand in other countries and that can be exploited.

12) Major Market for these products:

FOR THE YEAR 2018

ITCHS CODE	PRODUCT NAME	IMPORTER COUNTRY/ MAJOR MARKETS	SHARE IN INDIA'S EXPORTS IN %	INDIA'S SHARE IN WORLD EXPORTS IN %	INDIA'S WORLD RANK	INDIA'S GROWTH IN EXPORTED VALUE DURING 5 YEARS	(MAJOR IMPORTERS) SHARE IN WORLD IMPORT in %
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						(2014-2018) in %	
2515	Marble	Nepal China Egypt	29.4 21 14.1	1.6	8	5	China - 65.2 Italy - 3.9 Egypt - 2.3
6902	Refractory Bricks	USA Turkey Chile	5.7 5.1 4.9	4	6	12	Korea - 5.7 USA - 5.5 Indonesia - 4.5
1006	Rice	Totgo Benium Kulweul South Amirika Jabara					

(Source Trade map)

13) Major Industrial Units of District:

- 1) Ordnance factory ,Katni
- 2) A C C ,Katni
- 3) A C C, Kymore
- 4) Everest asbestos, Kymore
- 5) SAIL India Kuteswer Barhi
- 6) Mahakaushal Industries Pvt.Ltd.
- 7) J.K. Cement Pvt.Ltd Badwara Katni
- 8) Ultra Tech Cement Badwara Katni
- 9) Anil Industries Madav Nagar Katni
- 10) Caldries India Refractory's Ltd Madhav Nagar Katni

mponline.gov.in)

14) Testing/Certification Facilities:

1. Quality and Standards - BIS, Bhopal
2. Provisional Registration Certificate (EM-1) & Permanent Registration Certificate (EM-II) - District Trade & Industries center, Vidisha
3. Traceability –HortiNet by APEDA

4. Agmark - AGMARK Laboratory (Indore/Bhopal/MP)

15) Key Stakeholders:

Sr no.	<u>Stakeholders</u>
1.	Collector/ DM/DC/District development office/CDM
2.	Designated DGFT RA
3.	GM- DIC,Katni
4.	Nominated member from the State Government (Commerce and industry Department)
5.	Lead Bank Manager
6.	Representative department of MSME Government of India
7.	Representative - Sector Specific Export Promotion Council (EPC)
8.	Representative - Quality & Standards Implementation Body (Quality council of India).
9.	Representative - From District Trade/Commerce Association Madhya Pradesh Industrial Development Council, MPIDC
10.	Sector specific ministry in govt. Of india (Agriculture, Fisheries, Plantation boards etc)
11.	Sector specific Departments of the State Government
12.	Sectoral agencies specific to product identified in each District (NABARD etc.)
13.	Other State Government Representative (As per requirement)
14.	Farmers, Handloom Handicraft workers, spinning mill industries

16 Identification of institutional/other responsibilities.

To bring all the consultation of expertise to the workers/industry who are not skillful enough and need to be trained for Designing, Marketing, proper packaging of their product. They need to be trained by the already established Govt. bodies and the stakeholders involved such as Handicraft Association of India etc.

17 Regulatory and operational reform required.

Simplification of procedure is required. Since the identified product comes from farmers, small and medium scale industries they may not have the sufficient staff and experts availability. Hence, simplifying the rules will help to pick up the trade from the area.

Greater stakeholder involvement in the policy formulation of procedures.

Involvement of Industrial Associations in better
Inv policy formulation.

18 Infrastructure utilities logistics interventions required.

Better Storage facility, Testing facilities, Sorting facilities, Finance and credit related services required

19 Tie-ups of producers with exporters.

Products from this district don't have sufficient volume of export. Hence, to promote the trade here better tie-ups between producers and exporters needs to be ensured through Industry specific Export Promotion Councils. Regular consultations will help with better overall export related knowledge and improvement.

20 Comprehensive analysis of the strength of the district.

Dal Mills, Oil Mills , refractory bricks and marble related handicraft articles.

21 Any identified gaps in product quality/ design, production efficiency/ competitiveness.

1. Shortage of electricity power and water
2. Credit Facility
3. Training and Awareness
4. Testing Lab.

References-

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2. MSME Katni district Industrial profile
3. Census2011.co.in
4. Trade map <https://www.trademap.org/>
5. Slbcmadhyapradesh.in
6. (*dcmsme.gov.in*)