Industrial Productivity Present Scenario and Prospects: A Case Study of Anand District

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INTRODUCTION:
From the dawn of human civilization to the modern civilised society, the basic physiological needs viz. - food, cloth and shelter have remained the same, but these needs have undergone remarkable changes. Such changes have kept pace with the development of human civilisation. With the development of cultural standards and growth of civilization, the liking, tastes, and styles of fulfilling these physiological needs have also changed. The human wants and satisfaction are changed with time. The human wants have not been confined to the physiological needs like food, clothing and shelter but human beings also aspire for status, recognition, esteem etc. The human civilisation has passed through the varied stages with settled life, village society or household system, handicraft system, factory system, industrial town and city life, global partnership stage etc. The primary aim is of assessing the resource endowments, infrastructure set-up and other factors influencing the industrial development of the region under study and also to suggest scope for further industrial promotion and developing of region.

The Origin of Anand district and industrial scenario - A profile of State of Gujarat has been carved on 1 May; 1960. State government had decided to make Anand as a separate district with effect from date 1-10-1997. It is a bifurcation from Kheda district into two districts: Kheda and Anand. Anand district consists of 90 District Industries Centre. Anand district is also famous as ‘charotar’ and located centrally in Gujarat state.

Anand - Origin of operation flood - the white revolution of India
- Geographical location: 72.150 to 73.180 East (Longitude) 22.070 to 23.290 North (Latitude)
- Area: 2,951 sq. km.
- District headquarter: Anand
- Population: 1,647,759 (As per 2001 Census)
- Population density: 558 persons per sq. km.
- Sex ratio: 910 Females per 1000 Males
- Literacy rate: 57.27%
- Nearest Airport: Ahmedabad and Vadodara
- Nearest port: Dahej port in Bharuch
- Major Industrial: Six Industrial estates and 1 Industrial park Industries

Anand is home to approximately 1000 small scale industries in sectors like, food & agriculture, tobacco stemming, wood products and minerals which are fast becoming the supporting pillars of the economy.

Engineering, an important sector in the district witnessed a continuous growth of 66.6% growth over the last decade. Plastic industries emerged as a thriving area for the investments and an increase of over 100 times in investments was observed during 1998-07.

Cambay Chemicals Ltd., Beepee Coating Ltd., Elecon Engineering Company Ltd., Hindustan Packaging Company Ltd., National Dairy Development Board, Mother Dairy Food Processing Ltd., etc are some of the major industries present in the district.

Investment Opportunities
- Dairy products
- Integrated Dairy and Meat processing
- Aquaculture and Animal Husbandry
- Food and Agro Parks
- Cold Storage
- Education: Main source of socially and economically upliftment is education. An educational township: Vallabh Vidyanagar and an industrial township: Vitthal Udyognagar is unique Industry – Institution – Interaction station. One more feather is added in the form of satellite Township: New Vallabh Vidyanagar, hubs of education; chasing changing global scenario of surrounding industrial estates.

Industrial estates of district, Anand at a glance
There are six industry estates in the district, Anand as on 2022 as shown in Table 4.1

<table>
<thead>
<tr>
<th>Sr. no</th>
<th>Place</th>
<th>Taluka</th>
<th>Area (Hectors)</th>
<th>Working Units (1999)/(2004)</th>
<th>Units 2010</th>
<th>Major category</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>V. U.Nagar</td>
<td>Anand</td>
<td>239.00</td>
<td>725</td>
<td>791</td>
<td>820</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Engineering, Chemical, Plastics etc.</td>
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</table>
The present industrial scenario depicts a mixture of a few large-scale units. Small-scale units are ancillary and independent in operations. Other units are: Electrical/Electronics; Paints-Varnishes; Chemicals; Pharmaceuticals, Agriculture/ Cattle & Poultry feeds/ Agrochemical; Packaging, Saw mills, Building materials; Plastics, Rubber, Services/Trading etc.

V.U.Nagar GIDC: Largest among all estates of the district. There are mainly engineering units, nearly more than fifty percent, with a few large-scale units. Small-scale units are ancillary and independent in operations. Other units are: Electrical/Electronics; Paints-Varnishes; Chemicals; Pharmaceuticals, Agriculture/ Cattle & Poultry feeds/ Agrochemical; Packaging, Saw mills, Building materials; Plastics, Rubber, Services/Trading etc. Estates are equipped with water, electricity, roads, sewages, pollution control, telephones, lacking in canteens, shopping centres, hospital, fire stations, residences, etc.

It is reported that nine GIDCs out of eleven GIDCs of Charotar districts, almost breathing last-position and running only on papers. The units in Vittal Udyognagar and Nadiad are lively running and Borsad, Sojitra, Matar, Kapadvanj, Thasara, Balasinore, Khambhat, Petlad and Umreth industrial estates are either sick or about to closed or already closed and estates are becoming like desert and conditions have become more and more severe. (Report: Sandesh-Ahmedabad, dt.15 March, 2008, Kheda-Anand Edition)

Vidhansabha: Existing GIDC is spread over 330 hectares of land, says Shri Kantibhai Bhuva, joint Secretary, Vittal Udyognagar Industries Association. Further he added that there is no enough land available either neither for expansion / development of existing units nor for establishing new industrial units. Therefore a proposal of demand of additional 300 to 500 hectares of land is put before government of Gujarat for consideration. It will serve dual purposes of development of industries and provides more job opportunities to the people which the primary goal of origin of this industrial estate since its inception by the visionaries of this project.

Umreth GIDC: This estate, now in Anand district of Gujarat, It is situated on the way to Dakor Lord Krishna’s Temple, engineering units, major job works, under development and more entrepreneurs to be encouraged for establishing various units.

Petlad GIDC: Ragaipur GIDC: About 90 percent of total are saw mills, remaining 10 percent wire netting industries and others. It is considered as 100% running GIDC, next to Kandala in wood working and supply. Lack of basic utilities such as: infrastructure like, proper roads, post office, school, bank, hospital, recreation hall, canteen and guest house etc. Transport link is poor. There is lot of potentiality of industries like; food processing, especially Banana, Potatoes, Cotton processing and pressing; Sugar mills etc.

Sojitra GIDC: Established on 18 May 1985 with 53 plots, mainly saw mills and food processing units. Others electrical-electronics-switchgears; building materials; ceramics processing; are among few industries, it seen almost empty with large to small plots idle /silent. Withdrawal of subsidies, failure of cooperative sectors hit counter blows. Lack of basic infrastructure like, street lights, water, roads, post office, school, banks, hospital, recreation hall, canteen, and guest house etc. ceased the growth of GIDC. Transport link is poor. There is lot of potentiality of industries like; food and wood processing industries, needs to be intensified manufacturing industries, says Daxeshbhai Raval, local industrialist.

Borsad - Vasana GIDC (Notified): 115 plots and 80 running units: Among these; Paper-board mills, Tobacco processing, Ice factories, Rice mills-Puawa - Mamara, Plywood, furniture making industries, plastics products, cattle foods, adhesives items are main industries. There is potential to start food processing industries, like; Banana, Potatoes, Wheat, Dangar (Rice) processing, oil seeds processing etc. retreat, remolding, powder-soap; lining work etc. Lack of infrastructure, political interferes, government policy, pollution problems are causes of lapsed growth.

Kansari - Khambhat GIDC: The major units cluster is rice mills and paddy processing units working on traditional methods and there is lot of potentials for expansions of agricultural processing on large scale. The modernization will help improving performance of the units. This GIDC is undeveloped compared to others estates of the district.

Present Industrial Structure in Anand District
To help draft conclusion the following issues must be attended to understand changing industrial scenarios.

General Industrial Climate: Anand district is not a backward district as far as resources are concerned. However, the district economy is predominantly agro based and it has not made much headway in industrial sector when compared with activities in adjoining districts like Vadodara and Ahmedabad.

Whenever development has taken place has been concentrated in Anand Taluka, especially in Vittal Udyognagar industrial estate only and is due to relatively better infrastructural facilities and proximity with Vadodara, and other places. The registered small scale a unit in the V.U.Nagar alone more than 1000 in 2007. The majority of them are of auxiliary units; engaged in manufacturing, job working, wood products, chemicals, electrical-electronics and repair and services. Analysis of the present industrial structure will give an idea about the industrial scenario in the district.

Large and Medium Scale Industries: There are about 10 large/medium scale units in the district. These units produce a variety of products. Out of 10 industries, 3 industries are closed with many reasons.

Small Scale Industries: The present industrial scenario depicts a mixture of a 10 large and medium scale and registered small scale industries during the year 2007-08 are 1000. The major concentration of industries in the Vittal Udyognagar G.I.D.C., remaining 7 Talukas account for a small portion of industries. It is evident from the district that there is no balanced industrial development. In this direction, efforts are needed from state and central Governments to improve the infrastructural and training facilities to give
a boost to the industrial development. Table No.5.2 shows indicates the product wise concentration of existing small scale industries in the estate under study.

It is working to provide employment to rural masses. There is lot of scope to provide employment opportunities to the rural people of charotar as around the district population resides in the rural belt. A large number of workers work in agriculture sector which provides work for only few months and depends heavily on monsoon. This scenario is causing migration but the small scale projects should fill the vacuum. Charotar districts are rich in natural resources by exploiting these aspects many units could be set up. In this case state government should help to make available initial investment to the unemployment youth.

Prospects of Industrial Development: The industrial development in the district has not reached the optimum level so far, lack of initiation and entrepreneurship, shortage of skilled persons, poor living standard of the people in the country side, inadequacy in basic facilities and amenities are reasons for the slow growth of the industries in districts

Exploitation of natural resources, optimum use of available resources and exploitation of new markets for the products in the district, a number of small scale industries based on agricultural, dairy, electronics and IT products can be established in the district. Increase in the urban population day-by-day and the message of using modern goods reaching the remote villages through effective media/communication at present, a number of demand based units can be established in the district. As the construction activity is increasing constantly manufacturing of bricks, wooden furniture, steel furniture, fabrication items, electrical appliances etc. is having a vast scope in the district.

Criteria for identifying candidate industries: Generally, industrial proposals are being made on availability of raw materials or demand. The selection of candidate industries proposed for the district is based on the following criteria:

1. Availability of various raw materials.
2. Present status of industrialization.
3. Availability of skilled persons and working force.
4. Technology up gradation and likely to be available in future.
5. Market potentiality.

Based on the above mentioned criteria some industrial groups have been identified and suggested as under:

Small Scale Industries:
The main objective of the survey is to identify the possibility for setting up of more industries in small scale sector. The country accorded high priority to this sector on account of its employment potential, comparatively less requirement of capital, short gestation period, use of traditional skill, useful links with medium and large scale sector, wide geographical spreading, promotion of balanced regional and within region development, etc. The sustained growth of SSI sector in last 5 decades has been made possible by the special attention bestowed by the policy makers. This has helped increased rural industrialization, per capita income and the standard of living of the rural population. The large scale industries require more investment and which proves to be capital intensive not for labour intensive.

SWOT Analysis of Industrial Estates of Anand District

The detailed analysis of Strengths, Weaknesses, Opportunities, and Threats (SWOT) for industrialization of Anand district is carried out in this section so as to arrive at suitable proposals for the future.

<table>
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<tr>
<th>SWOT ANALYSIS</th>
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<tr>
<td>STRENGTHS</td>
<td>WEAKNESSES</td>
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<tr>
<td>Availability of natural resources: Anand district has got good fertile land, plenty of water, uninterrupted power supply etc. These basic resources offer good scope for new industries.</td>
<td>Scarcity of primary raw material: All primary raw materials have to be brought from other districts/states. This has resulted in an increase in the cost of production and even some times, in scarcity of those items.</td>
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<td>Established power supply network: All the villages of the district are electrified. Power is available continuously without interruption for industrial units.</td>
<td>Requirement of licenses and clearances: One of the major hurdles in the way of starting new industries is the requirement of large number of formalities from different agencies, local bodies, etc. which results in undue delay.</td>
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<tr>
<td>Industrial estate /growth centre: The district has development centre at Anand with required amenities, which provides, help, and guidance for new industrial units.</td>
<td>Lack of proper database: The district lacks a proper databank and hence industrialists are unable to identify products in accordance with market needs, skills, availability of raw materials etc.</td>
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<tr>
<td>Brainpower: Higher technical education facilities in the district are well developed. Brain power is very strong as two educational townships are here. Technocrats, educationalists, young engineers are coming out every year.</td>
<td>Manpower: The district has not abundant reserves of skilled-trained workers. There is lack of training facilities to produce skilled manpower especially in CNC operations for the industries.</td>
</tr>
<tr>
<td>Financial institutes: Almost all banks have their branches in Anand district. They make it easy for the entrepreneurs to avail the required financial assistance for their units.</td>
<td>Industrial sickness: High rate of sickness in the industrial sector is causing considerable concern to new entrepreneurs and thereby limits their investments.</td>
</tr>
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OPPORTUNITIES | THREATS
| Development of agriculture sector: Establishment of agro-based industry will in turn provide opportunities for the development of agricultural products such as fruits, vegetables, food processing etc. | Ecological imbalance: There are possibilities of creating an ecological imbalance because of felling trees, changing topography of the land, utilization of large quantity of water. |