

# Brass Industries Development in Moradabad District & Some Issues

Dr. Rakesh

---

## INTRODUCTION

Moradabad is a city in Uttar Pradesh state of INDIA .It was established in 1600 by Murad the Son of the Mughal Emperor Shahjahan; as a result the city came to known as Moradabad. It is the administrative headquarters of Moradabad District .Moradabad is situated ay s distance of 167Km (104miles) from the national capital, New Delhi, at the bank of River Ram Ganga (a tributary to the great Ganges).The city is famous for its huge export of brass handicrafts of north America and Europe, and thus called “Brass City” or Peetal Nagri (in the local Language). It has close to four million citizens various ethnicities and religion.

Moradabad is renowned for brass work and carved a niche for itself in the handicraft industry throughout the world. The modern, attractive and brass ware, jewelry and trophies made by skilled aratisan are the main craft. The attractive wares are exported to countries Like USA, Britain, Canada, Germany and Middle East Asia.

Recently other products Like Iron Sheet Metal Wares, Aluminum Artwork and Glassware’s have also been included as per need of the foreign Buyers. Mentha is also Exported in several crores from Moradabad .These products are very Popular in foreign market and are beings exported in thousands of crores every year. Due to increase of exports and popularity in foreign specially in Europe, America, Italy and other Countries, a Large No. of exporters are establishing their units and started their export. Out of The Seven Industrial Corridors Declared by State Govt .in Industrial Policy1999-2002, Moradabad is one of them.

## OBJECTIVES

- The current scenario of industrial infrastructure in Muradabad Distt.
- Relevant case Studies of innovation program undertaken by Muradabad Government

## OVERVIEW

The district of Moradabad lies east of the Ganges and west of the native start of Rampur. It Lies within The great Gangetic Plain and is demarcated into three subdivisions by the rivers Rāmgangā and Sot. The eastern tract consists of a submontane country, with an elevation slightly greater than the plain below, and is traversed by numerous streams descending from the Himalayas. The Central portion consists of a level plain descending at each end into the valleys of the Rāmgangā and Sot. The western section has gentle the bank of Great River.

## TOPOGRAPHY

This City is situated in western U.P. between 28-21’ to Latitude North and 78-4’ to 79 Longitude East. Presently it is an Administrative, Industrial and Commercial City .After the establishment of Divisional Commissioner Office, its importance and status has further been elevated. This city lies on National Highway 24FromTraffic and transport point of view and is a main Railway Station, ALSO Divisional Headquarters of south west of the city. Land are Level plain with soil ranging from sandy to loamy.

### Availability of Minerals

There are no minerals found in the District.

### FOREST

The Forest Cover in only 64Hectare in the District. The main species are Sesum, Jamun, tameind, mango, Semal, Dhak.

### Administrative set up

There are 6 Tehsils in Moradabad:-

Kanth, Thakurdwara, Moradabad, Sadar, Bilari, Chadausi, Sambhal

Further these tehsils are dived in 13 Blocks in Moradabad District:

Billari, Dingarpur, Banlakhera, Behjoi, Moradabad, Moonda Pandey, Bhagatpur, Tanda, Chhajt, Sambhal, Panwas, Asmol, Dillari, Thakurdwara

Large Scale Industries/Public Sector undertakings

### List of the Large Scale Units in Moradabad & Near By Area

Sr. No.	Units Name & Address	Product Name	Investment (In Crore)	Employment
1.	M/s National Industries Crop. Ltd. Raja ka sahaspur, Bilari, Moradabad	Wine	27.50	160
2.	M/s Moradabad Dugdh Utpadan Sahakari Sangh Dist. Dalatpur. Moradabad	Milk	25.27	264
3.	M/s Pashupati Acrylon Ltd. Thakurdwara Moradabad.	Acrylic Fiber	200.00	427
4.	M/s Deewan Sugar Ltd. Agwanpur, Moradabad.	Crystal Sugar	101.00	350
5.	M/s Milk Foods Pvt.Ltd.	Milk Ghee	21.00	50
6.	M/s Zeens Paper Products Ltd. Agwanpur , Moradabad	Craft Paper	15.00	82
7.	M/s Triveni Engineering & Industries Ltd. Rani Nagal , Talkiya Must, Moradabad	Crystal Paper	70.00	205
8.	M/s Rana Sugar Ltd. Belwanda ,Moradabad	Crystal Paper	100.00	270
9.	M/s Ayodhya Sugar Work , Raja sahaspur Moradabad	Crystal Paper	20.00	125
10.	A to Z Waste Management , Moradabad Ltd. Near Ramganga pul, Rampur Road , Moradabad	Fertilizers Plastic Granules Fuel	36.00	128

### EXISTING CLUSTERS OF MICRO & SMALL ENTERPRISE

Moradabad is renowned for brass work and has carved a niche for itself in the handicraft industry throughout the World. The modern, attractive, and artistic brass ware, jewelry and trophies made by skilled artisans are the main crafts. The attractive brass ware is exported to countries like USA, Britain, Canada, Germany and Middle East Asia. There are about 600 export units and 5000 industries in the district. Moradabad exports goods worth Rs. 2200 crore every year. Recently other products like Iron Sheet Metal Wares Aluminum Artworks and glassware's have also been included as per need of the foreign Buyers. Mentha is also exported in several crores from Moradabad. These products are very popular in foreign market and are being exported in thousands of crores every year. due to increase of exports and popularity in foreign especially in Europe, America, Italy and other countries, a large no. of exporters are establishing their units and started their export. Out of the seven industrial corridors declared by the State Govt. in industrial Policy 1999-2002, Moradabad is one of them.

### DETAIL OF MAJOR CLUSTERS

#### Manufacturing Sector

Apart of 350 years old Identified Brass Handicraft Cluster, Mentha Cluster is rapidly taking a shape. the cultivation of Menthol at Moradabad, Sambhal, Chandausi and near by district are increasing day by day there coming up the No. of Industrial Units, Since Menthol is being exported in several crores. There is further scope for its development. To improve the technology and provide further assistance to entrepreneur a Menthol Research & Development Centre is essentially required at Sambhal. (However very recently Sambhal is declared a separate district)

Name of the cluster: **Bras Cluster**

1	Principal produces manufactured in the cluster	Brass Ware Cluster Moradabad
2	Name of the SPV	Moradabad Scrap Recycling Ltd.
3	No. of functional units in the clusters	25000 (5000 small & 20000 Micro)
4	Turnover of the clusters	Estimate turnover 3500 Crore
5	Value of exports from the clusters	2700 Crore
6	Employment in clusters	3,50,000
7	Average investment in plant & Machinery	675 Lakh
8	Major issues/requirement	Lack of appropriate technology in metal scrap to convert into ingot, which is the raw material for Brass Art ware casting.
9	Presence of capable institutions	There are many department of central & State Govt. to support the artisans of the cluster- <ul style="list-style-type: none"> <li>• Handicrafts Marketing &amp; service Extension Centre, Bareilly O/o The Development Commissioner (Handicrafts), Ministry Of Textiles, Govt. Of India</li> <li>• District Industry Centre, Moradabad</li> <li>• District Rural Development Authority</li> <li>• State Urban Development Authorities</li> <li>• NABARD</li> </ul>
10	Thrust areas	Technology/Product/Market/Export/Quality etc.
11	Problems & constraints	<ul style="list-style-type: none"> <li>• High unorganized Cluster</li> <li>• No design and technology intervention</li> <li>• No support from technology institutions.</li> <li>• Tech. to remove impurities in raw material</li> <li>• Inability to meet large No. of quantity to meet export orders due to poor &amp; obsolete Tech.</li> <li>• High Cost Production</li> <li>• Value addition is not very well done due to proper knowledge.</li> </ul>

Present status of the cluster:- The cluster has been identified under MSE-CDP scheme and DSR has already been submitted by the cluster stake holders forwarded by the state government. But two DSRs with same purpose, cost, other financial ratio along with all other Details Submitted. Now it is been asked from stake holder whether the Geographical boundaries are identical or not.

#### Detail for identified cluster

Name of the cluster: **Brass Ware Cluster Moradabad**

1	Principal products manufactured in the cluster	Kitchen Ware, Candle Stand, Table Ware, Lamps, Plants, Cutlery Sets.
2	Name of the association	Moradabad Tool Training Centre Moradabad
3	No. of functional units in the clusters	25,000
4	Turnover of the clusters	2700 Crore
5	Value of exports from the clusters	
6	Employment in clusters	3,50,000 (Directly & Indirectly)
7	Average investment in plant & Machinery	803.89 Lakh
8	Major issues	<ol style="list-style-type: none"> <li>1) Lack of Promotional &amp; Technological Development</li> <li>2) Lack of Institutional Support</li> <li>3) Poor Usage of Information Communication Technology.</li> <li>4) Indian Artisans are not able to make products as per international Standards.</li> <li>5) Lack of Marketing</li> <li>6) These all above are due to lack of modern technology &amp; plant Machinery &amp; tools.</li> </ol>
9	Access to Export Market	Yes

Present status of the cluster:- the cluster has been identified under MSE-CDP scheme and DSR has already been submitted by the cluster stake holders through the state government. In principle the cluster is approved.

### 100% EXPORT ORIENTED UNITS

There are fifteen 100% Export oriented units in Moradabad except one unit are related to Brass Art Ware Production Houses.

Sr.	Name & Address of the units	Products
1	M/s Varvik India Pvt.Ltd., Niryat Nagar, Moradabad	Brass, lass, Iron, Artwares
2	M/s Pashupati Acrilon Ltd., Thakuduara, Moradabad	Acrelic Fibre
3	M/s Ashian Handicrafts, Rampur Road, Moradabad	Brass Artwares
4	M/s White Star International, Laxmipur Mariya, Moradabad	Brass Wares
5	M/s C.L. Gupta & Sons (Unit No.2), Moradabad	Brass & EPNS Wares
6	M/s Faiz Continental, Faiz Ganj South, Moradabad	Brass Artwares
7	M/s H & S Exports corporation, Islam Nagar, Karoola, Moradabad	Brass & EPNS Wares
8	M/s Heritaze Agro Products Ltd., Mohd. Ali Road, Moradabad	Canenade Mushroom
9	M/s Hightech Brass Industries, Majhola, Moradabad	Artware & Hardware
10	M/s India International Exports, Delhi Road, Moradabad	Brass & EPNS Wares
11	M/S Indian Art Enterprises, A-10, Gandhi Nagar, Moradabad	Brass Artwares
12	M/s International Trade Link, 37-A, Gandhi Nagar, Moradabad	Brass Artwares
13	M/s Lohia Overseas, Lakri Fazsalpur, Delhi Road, Moradabad	Brass & EPNS Wares
14	M/s Raj Kamal Export House, Rampur Road, Katghar, Moradabad	Brass Artwares
15	M/s Wazir Chand & Co. Pvt. Ltd., Kothiwal Nagar, Moradabad	Brass Artwares & Silver Plastid Brass Wares

#### General issues raised by industry associations:

- An Air Port may be planned for the District.
- A Expo Mart & display center may be built in Moradabad
- A gas pipe line may be laid down for pollution free environment,
- Raw material bank may be established in the District.
- Availability of uninterrupted power supply at lower rate.
- Better road connectivity
- Enhancement of investment limit in Micro, Small & medium Enterprises.
- State Industrial Policy.
- Attractive industrial policy of neighboring state.
- A testing center for Brass & other Items Recognized by International Market may be established in Moradabad.
- Various central/ state departments are operating similar nature of activities/ schemes with varying subside/ limits, required to be consolidated.
- Better technology up gradation Scheme with some mechanism for tracking of application status may be available on line.
- Implementation of online submission of Entrepreneurship Memorandum.
- Better loan scheme for self-employment for educated unemployed youths.
- More benefits to micro level enterprises under CGTMSE scheme.
- Interest subsidy to micro enterprises to attract more entrepreneurs to start new venture.
- MDA scheme should be more attractive.
- Procedure for national awards should be simplified.
- Various DC (MSME) schemes must be more entrepreneurs friendly.

### REFERENCES

- [1]. MSME Report of Muradabad Distt.
- [2]. Samaj Vigyan Sodh Patrika.
- [3]. Amroha Statistical Report 2011.