Chapter VII
Kanpur Dehat
An Overview of Industrial Development
INDUSTRIAL DEVELOPMENT OF KANPUR DEHAT - LARGE, MEDIUM AND VILLAGE

Kanpur Dehat is a quite backward district of the state. There are only three developed blocks where industrial areas & estates are available. These are Jainpur, Sarvankhera and Rania in Akbarpur Tehsils. Besides above, some industrial development has also taken place in Bhognipur and Amraudha. Rest all the blocks come under zero industry category.

2. M/s Nerolac Paints Ltd., one of the premier units set up in the district is engaged in production of high quality multi utility paints.
3. M/s Premier Paints Ltd., is another unit engaged in manufacture of quality paints for various applications.
4. M/s Pepsico Foods Ltd., is an important unit in the district engaged in bottling of Pepsi and other brands of cold drinks.
5. M/s Nirma Ltd., is an other important unit in the district manufacturing detergent and its components for use of other detergent manufacturing units.

The important articles manufactured in the towns of Kanpur Dehat are leather goods, handloom cloth, medicines, shoes, aluminium utensils, raw leather, tractor trolley, mustard oil, flour and agricultural implements. The important commo-dities which are imported into the towns of the district are leather, iron, foodgrains, yarn, wood, cloth and fertilizer etc.

The dispersal of the industry in the district till 31st March, 98 was as follows:-

Large & Medium Sector Industries
- 1 Letter of Intent issued -- 56
- 2 Letter of Intent under materialised -- 27
- 3 Letter of Intent under materialization -- 29
• 4 Employment in established units -- 2670
• 5 Capital Investment in established units -- 7650

Small Scale Industries

There are as many as 5364 small scale units in the district as per the details given below. The total amount of investment in these units is Rs.35.53 crores providing employment to about 27,369 persons.
Agriculture and Irrigation

Kanpur Dehat, situated in the middle of Holy Ganga & Yamuna River, is agriculturally dominating district. About 83% rural population by and large depends on agriculture. This hardly supports their sustenance due to small holdings. The labours are not assured of their livelihood throughout the year. Although agro-climatic conditions are congenial for growing of crops throughout the year but certain pre-requisite facilities are lacking for optimum growth of the crops. The intensity of cropping in the district is around 136.25% as against 200% ideally.

Kakwan and Sarvan Kheda blocks of the districts are having high crop density, while Rasoolabad, Sandalpur and Derapur are lower in this regard. Main reasons for low cultivation in these blocks are uneven lands and lack of irrigation resources. Derapur, Sandalpur and Akbarpur do well in cash crops in comparison to other blocks. Derapur and Jinjhak rank high in reported net sown areas whereas Kakvan and Maitha block rank low. Block Malasa, Amraudha, Sandalpur and Derapur are counted for developed category of cultivation in comparison to Kakwan and Maitha blocks.
<table>
<thead>
<tr>
<th>Block</th>
<th>Reported Area</th>
<th>Forest</th>
<th>Cultivable</th>
<th>Present Fallow</th>
<th>Barren Land</th>
<th>Cultivable Fallow</th>
<th>Sandy</th>
<th>Uncultivable</th>
<th>Usable (except for agri)</th>
<th>Agri land</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rasulabad</td>
<td>52472</td>
<td>4144</td>
<td>1456</td>
<td>4239</td>
<td>1237</td>
<td>8317</td>
<td>3039</td>
<td>30040</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jhinjhhak</td>
<td>23531</td>
<td>267</td>
<td>668</td>
<td>1295</td>
<td>1124</td>
<td>1761</td>
<td>1933</td>
<td>16483</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maitha</td>
<td>34820</td>
<td>301</td>
<td>799</td>
<td>229</td>
<td>2952</td>
<td>5794</td>
<td>2464</td>
<td>2228</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sandalpur</td>
<td>20524</td>
<td>510</td>
<td>298</td>
<td>2160</td>
<td>517</td>
<td>492</td>
<td>1562</td>
<td>14983</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Derapur</td>
<td>14013</td>
<td>087</td>
<td>298</td>
<td>932</td>
<td>1678</td>
<td>1212</td>
<td>1572</td>
<td>18239</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Akbarpur</td>
<td>29136</td>
<td>068</td>
<td>0413</td>
<td>1526</td>
<td>1810</td>
<td>2953</td>
<td>2051</td>
<td>20795</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SarvanKhera</td>
<td>27978</td>
<td>-</td>
<td>558</td>
<td>1022</td>
<td>2529</td>
<td>2057</td>
<td>2177</td>
<td>19639</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rajpur</td>
<td>30864</td>
<td>813</td>
<td>390</td>
<td>720</td>
<td>349</td>
<td>3752</td>
<td>2475</td>
<td>22322</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Malasa</td>
<td>32669</td>
<td>-</td>
<td>1065</td>
<td>952</td>
<td>932</td>
<td>296</td>
<td>1801</td>
<td>27623</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amraudha</td>
<td>34984</td>
<td>457</td>
<td>687</td>
<td>881</td>
<td>967</td>
<td>1228</td>
<td>2771</td>
<td>27993</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>311171</td>
<td>6647</td>
<td>6627</td>
<td>12956</td>
<td>14095</td>
<td>27602</td>
<td>21845</td>
<td>22039</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Area Coverage Under Different Crops

The area under different crops has been shown in the following table as well as in the enclosed graph. The wheat is grown in 30% of the area.

Area Under Crops (in hectares)

<table>
<thead>
<tr>
<th>Crop</th>
<th>Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wheat</td>
<td>100000</td>
</tr>
<tr>
<td>Paddy</td>
<td>45000</td>
</tr>
<tr>
<td>Maize</td>
<td>13000</td>
</tr>
<tr>
<td>Pulses</td>
<td>72320</td>
</tr>
<tr>
<td>Oil Seeds</td>
<td>38725</td>
</tr>
<tr>
<td>Sugar Cane</td>
<td>7678</td>
</tr>
<tr>
<td>Potato</td>
<td>11575</td>
</tr>
<tr>
<td>Other Carea</td>
<td>137800</td>
</tr>
<tr>
<td>Total Crops</td>
<td>326098</td>
</tr>
</tbody>
</table>

The agriculture shows the predominance of subsistence farming. The package of scientific methods of cultivation has been steadily percolating to the farmers and the infrastructure developed by the Government towards improved methods of crop demonstration, training to MITRA KRASHAKS in each Gram Panchayat, development of irrigation facilities and judicious use of available irrigation water through sprinkler systems, power storage and its distribution facilities and the dissemination of information through mass media have been changing the nature of cultivation towards being more productive and remunerative. However, poor operational capacity of the farmers and pressure on the land have been obstructing optimum use of improved scientific methods of crop cultivation. There are 268 thousand small tillers and 185 Thousand marginal farmers in the district who normally own a total land of 1.06 lacs hectares under their holdings. The escape for them from vicious poverty
lines is either resorting to advance methods of cultivation or shifting to other sector of economy.

**Irrigation**

The irrigation facilities in the district are not adequate, particularly Tehsil Bhognipur lacks irrigation facilities. The soil in the district is Loam as usually found in the Doab areas and its slope is same as per river i.e. from North-West to South-East. As per revenue record of 1998-99, the area of Usar land was around 10,000 hectares, out of which 3844 hectare has been treated and put under crops. However the farmers are little reluctant towards soil conservation and to take the benefit of government schemes to remove infertility of the land. The extent of Usar and unfit land for cultivation has reduced from 12.28% in the year 1993 to 7.9%. The area under plantation has gone up by 1.6% in comparison to last year.

The net area under cultivation in the district (before division) during 1998-99 was 2.28 lac hectares. Out of irrigated area of 1.5 lac hectares, 95,769 hectares is being irrigated through canals which is 61.65% of total irrigated area. The district has 935 good network of canals. The irrigated areas through own and cooperative tube-well is 58,098 hectares. There were as many as 268 tube-wells working in the district by the end of year 1998. There were 583 pump-sets installed for irrigation through canals/pond water. The number of pump-sets installed in the district with tube-wells is 40,489. The major portion of irrigation is done through canals. The district needs augmentation in the irrigation facilities to a great extent by installing pumps & tube wells.

**Minor Irrigation**

The Department of minor irrigation has made a ambitious plan towards additional irrigation facilities by way of installing deep tube-wells under different schemes involving financial assistance to marginal farmers. The present position of minor irrigation in the district is as under:
1. No. of surface pump-sets 675 nos
2. No. of diesel pump-sets 37,549 nos
3. No. of private Pump-sets (electrical) 2,265 nos
4. Total command area 3,104,244 hectare
5. Net irrigated area through MI1, 37,579 hectare

The department has made a target of installing 400 pump-sets and 60 deep well boring in every year and it is expected that by the year 2010 the department is able to install 4000 ordinary boring and pump-set and 600 deep well boring and pump-sets creating additional irrigated area of 19,200 hectare.

### Irrigated Area

<table>
<thead>
<tr>
<th>Particular</th>
<th>Area in Htr</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canal</td>
<td>132006</td>
</tr>
<tr>
<td>Tube well</td>
<td>93868</td>
</tr>
<tr>
<td>Well</td>
<td>1024</td>
</tr>
<tr>
<td>Lake/Pond</td>
<td>956</td>
</tr>
<tr>
<td>Misc</td>
<td>428</td>
</tr>
</tbody>
</table>

### Sodic Land Reclamation

U.P. Bhoomi Sudhar Nigam has taken a project in Kanpur Dehat for the reclamation of Alkaline Land in Kanpur Dehat under their "U.P. Alkaline Land Development Project". It has been reported that the Kanpur Dehat had an Alkaline land to the extent of around 74,000 hectare. The soil is usually under lain by hard indurated kankar pan which is nothing but calcium carbonate and high fluctuating under ground water is one of the major cause of genesis of these soils. Here one thing that the area of sodic soil in Kanpur Dehat measures about 10% of total sodic land in U.P. Climate of this district is subtropical and agroclimatic condition wise categorized in central zone of state.

1. Average rainfall is 940 mm
2. Temperature goes maximum 47.8 °C in summer
3. Temperature goes minimum 4 °C in winter.

Paddy, maize, pulse crops, wheat, potato and sunflower are the main crops grown over here. Some sodic land have been brought under sultication and farmers started growing paddy as single crop, some farmers with their own efforts reclaimed such soil and started growing wheat after paddy but the productivity of these soils are dismally low. These soils have also been undertaken for reclamation as B+ or A class double cropped and B class mono cropped area in U.P.A.L.D.P.
DEVELOPMENT OF INDUSTRIAL ESTATES IN KANPUR DEHAT

The main industrial area is situated at Jainpur in Akbarpur Block at about 38 kms. from Kanpur City on the both sides of Kalpi Road. The U.P. State Industrial Development Corporation (UPSIDC) has developed a large industrial area measuring about 294.70 acres in Jainpur. Similarly two industrial areas measuring 10.52 and total 15.70 acres have been developed by UPSIDC at site no.1 and 2 in Rania, housing 47 and 68 developed plots respectively. Besides, an other industrial Estate has been developed in Rania in which 100 developed Plots and 8 Sheds are available. The details are given below:-

**Industrial Estates Rania , Kanpur Dehat**

Area 26.40 acres, developed plots 108, allotted Sheds/Plots = 108.

**Mini Industrial Estates-Kanpur Dehat**

<table>
<thead>
<tr>
<th>Industrial Estates</th>
<th>Area</th>
<th>Plot</th>
<th>Allottes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mini Industrial Estate, Jhinjhak</td>
<td>28.12</td>
<td>48</td>
<td>22</td>
</tr>
<tr>
<td>Mini Industrial Estate, Rasulabad</td>
<td>17.04</td>
<td>57</td>
<td>04</td>
</tr>
<tr>
<td>Mini Industrial Estate, Derapur</td>
<td>06.17</td>
<td>60</td>
<td></td>
</tr>
</tbody>
</table>

These industrial estates provide developed plots to the entrepreneurs with all infrastructural facilities such as road, electricity, drainage, sewerage, telephone communication and common facilities etc. Details of industrial areas developed by UPSIDC in Jainpur and Rania are given below:-

**Details of Industrial Area,Jainpur,Kanpur Dehat**

- Location : On Kanpur-Kalpi Road,N.H.-02, 38 Km. from Kanpur City
- Total land acquired 424.90 acres
- Plotted area 294.70 acres
- Allotted land 238.39 acres
- Land available for allot 57.86 acres
- Railway Station: Jainpur
- Bus Stand: 4 Km. from I.A.
- C.F.C.: Exists in I.A.
- Police Out Post: Exists in I.A.
- Fire Station: 22 Km. from I.A.
- Telephone facility: Exists in I.A.
- Post Office: Exists in I.A.
- Dispensary: 04 Km. from I.A.
- Bank: Exists in I.A.
- Education Centre: Exists in I.A.
- Power Sub-Station: 152 K.V. Sub-Station.
- Market potential: Good market potential.

**Details of Industrial Area, Rania-I, Kanpur Dehat**

- Total land acquired: 14.32 acres
- Plotted Area: 10.52 acres
- Allotted land: 7.42 acres
- Land available for allotment: 01.00 acres
- Railway Station: Yes
- Bus stand: Yes
- C.F.C.: Yes
- Police Out Post: Adjacent to I.A.
- Fire Station: 25 km. from I.A.
- Telephone Facility: Exists in I.A.
- Post Office: Exists in I.A.
- Dispensary: Saket Hospital
- Bank: Exists in I.A.
- Education Centre: Junior High School
- Power Sub-station: Exists in I.A.
- Market Potential: Good potential.
Details of Industrial Area, Rania-ll, Kanpur Dehat


- Total land acquired: 22.21 acres
- Plotted Area: 15.70 acres
- Allotted land: 12.70 acres
- Land available for: 03.00 acres
- Railway Station: Adjacent to I.A.
- Bus stand: 25 km. from I.A.
- C.F.C.: Exists in I.A.
- Police Out Post: Exists in I.A.
- Fire Station: Exists in I.A.
- Telephone Facility: Exists in I.A.
- Post Office: Saket Hospital
- Dispensary: Allahabad Bank
- Bank: Jr High School
- Education Centre: Exists in I.A.
- Power Sub-station: Good potential.
PROBLEMS IN RAPID INDUSTRIAL DEVELOPMENT

The review of industrial development in Kanpur Dehat indicates that the district is industrially backward and despite the various schemes and incentives by the government, the progress is not encouraging. This, perhaps, is on account of lack of entrepreneurial motiveness and publicity of various schemes launched by the government through industries department. It is, therefore, essential that sufficient number of programmes is organized in the different part of the district particularly at block levels towards entrepreneurship development and publicity of various government schemes.

The lack of available infrastructure also inhibits the growth of industrial activities in the district. People prefer to go the Kanpur Nagar for setting of their industrial venture on account of better infrastructure like rail, road, communication and power etc. The industrial development of the particular district depends very much on the combined efforts by different departments particularly responsible for infrastructure development. The communication facilities though are available in the district but its operational efficiency is very poor and it is difficult for the entrepreneurs to have effective communication with their counterparts, customers and suppliers etc. Keeping in view the emerging need of entrepreneurs in the district, UPSIDC is planning to set up a ultra modern Growth Centre in the name of Plastic City in Jainpur in an area of about 351.25 acres.

However, with the strengthening of activities by local industries department, it is expected that the district will achieve considerable growth in industrial sector by the year 2010 as depicted in the following table.

More and more emphasis is to be given towards development of local resources and demand based industries utilizing the available skills. The skill oriented training programmes shall be of much use for the development of industrial culture. Today more than 60% of young manpower is jobless on account of lack of entrepreneurship and
employment opportunities. This work force is to be suitably trained for self-
employment or employment with other industries. Kanpur Dehat being very near to Manchester of East viz., Kanpur Nagar, ample scope exists for the development of ancillaries, auxiliaries and other industries required to serve bigger industries established there. In order to accommodate new industries as envisaged above the local authorities particularly industries department will have to develop further industrial estates and areas providing developed plots and sheds with all the infrastructural facilities as discussed above. It has been proposed to develop additional 10 mini grow the centres, 25 acres each at suitable places for industrial development. The number of electric sub-stations have to be increased accordingly for proper power supplies to forthcoming industries. All such developments shall require a fund of Rs.15 crores.