

A success story of Aurangabad industry on map of Maharashtra

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Aurangabad is one of the most important districts of Maharashtra with a rich historical background. The geographical area of the district sums up to a total of 10.100 sq km and has a population of 28,97,013. Agriculture is the leading contributor to Aurangabad's economy and cotton, bajara, jowar and wheat are the chief crops grown in the district. The potential of tourism in Aurangabad can be measured from the fact that it is home to the world famous tourist spots like Ajanta and Ellora, Bibi Ka Maqbara and Daulatabad Fort.

The original name of Aurangabad was Khadki (window), founded in 1610 by Malik Ambar. When Fateh Khan, Malik Ambar's son turned successor in 1626, he gave the city the name 'Fatehpur'. In 1653 when prince Aurangzeb was appointed Viceroy of the Deccan for the second time, he made Fatehpur his capital and called it 'Aurangabad' since then the city came to be known as Aurangabad.

Today Aurangabad is a dynamic city with various big and small industries, fine silken textiles, and wonderful hand woven brocades of silver and gold fabrics, Himroo of world frame.

Aurangabad is a success story of MIDCs efforts towards a balanced industrialization of the state. Last three decades ago the city had no industrial background but today it is a thriving hub of industrial activity. Today Aurangabad has a renowned industrial area and is divided into four zones namely Chikalthana, Waluj, Chitegaon & Shendra. The industrialization in Aurangabad started in mid 70's with companies like Lupin, API, Nirlep & Garware. The major industry sectors in Aurangabad are Automotive, Auto Components, Pharmaceuticals, Breweries, White goods/Appliances and now going for fast paced IT industries.

Few major companies that have their unit in the city are Bajaj Auto, Wockhardt, Shreya Life Science, Orchid, Lupin, Atra, Videocon, Nirlep, Skoda Auto, Colgate Palmolive, Endress Hauser, Good Year and Siemens.

And now Aurangabad is a booming industrial zone and one of the fastest developing cities in the whole Asia!

Objective of the study

- 1) To know the performance of Aurangabad industrial area.
- 2) To analyze the scope of Aurangabad industrial area and overview last ten year employment generation position
- 3) To evaluate the present scenario and find out weakness and opportunity in future

Research methodology and limitations of the study

The paper evaluates present condition and assumes what will be the future condition so there is place for researcher emotions and ideas. There will be chances to make mistake to describe the future condition. For the effectiveness of paper, researcher tried to use limit of words, time and relevant information so it was not possible to evaluate all the facts and figure.

The period of the study is five years i.e. 2006-10 the scope of the paper is only for Aurangabad industrial area and hence researcher selected total Aurangabad industrial area as a module.

Data collection and analysis

The data is so collected from the various issues of annual credit plan of lead bank Aurangabad, Maharashtra industrial annual reports, magazines and other related publication. The future industrial or vision based data is collected from district industries center Aurangabad and Maharashtra.

Table No. 1.1
NO. OF MSME UNITS REGISTERED DURING LAST TEN YEARS.

Year	No. of units Registered.	NO. Of Employment Generated.	Investment made Rs. In lakhs.
2000-01	1615	14393	16093
2001-02	1793	16144	18315
2002-03	1938	17594	19441
2003-04	2109	19175	21475
2004-05	2284	19355	23958
2005-06	2504	21349	25936
2006-07	2785	23814	28604
2007-08	3059	25784	30619
2008-09	3233	35221	36311
2009-10	3405	36871	40486

Source: DIC office record

Table no. 1.2 shows, the MSME registered units during last ten years in Aurangabad. In the year 2000-01 there were 1615 MSME units registered, after five years 2284 units were registered in year 2004-05, it means 669 units registered in last five years. In the year 2010, 3405 units were registered. In the last five years 901 units were registered it means that the growth of industrial units is high as compare to 2005. It is good sign for the development of industrial units for the Aurangabad region for the employment generation also.

Table No. 1.2
TOTAL NO. OF IEM.(LARGE ENTERPRISES), IN AURANGABAD DISTRICT.

Year	No. of units Registered.	NO. Of Employment Generated.	Investment made Rs. In lakhs.
2000-01	123	50645	4645.46
2001-02	131	58460	4975.23
2002-03	143	59085	5419.71
2003-04	150	62055	5692.13
2004-05	164	67526	6193.95
2005-06	170	69871	6409.02
2006-07	172	70652	6480.71
2007-08	179	73779	6767.47
2008-09	191	78624	7211.94
2009-10	195	80500	7384.00

Source: DIC office Aurangabad

Table no. 1.2 shows the condition of last ten years regarding the small, medium and large scale industries. It clearly pointing out that large scale industry is very low as compare to MSME in the year 2001, registered MSME were 1615 where as large enterprises are only 123. In the year 2010 the MSME are 3405 and only 195 are the large enterprises. It shows that the rate of employment generation is very high as compare to MSME.

Table No. 1.3

DETAILS OF MSME AND LARGE ENTERPRISES AT A GLANCE

Type	Indicator	Aurangabad	Maharashtra
MSME	No	3405	151495
	Employment	36871	1188181
	Investment(lac)	40486	
Large Enterprises	No.	525(195)	6627
	Employment	80500	836265
	Investment (cr)	7384	147443

Source – compared to table No. 1.1 & 1.2

Note: the figures in the bracket showing registered digit/ enterprises

Table No. 1.3 shows that details of MSMEs and large enterprises in Aurangabad and Maharashtra state. According to table No. 1.3, 3405 small and medium size enterprises in Aurangabad and in Maharashtra there are 151495 enterprises. The position of large enterprise is 595 in Aurangabad and in Maharashtra 6627 enterprises. It is not possible to deal and analyze to all the districts in Maharashtra due to limit and scope of this paper. According to researcher information and profile of Maharashtra industry it is good sign and big achievement of Aurangabad district, in taking into account all the things which directly or indirectly affected on industry (SWAT Analysis)

Table No. 1.4

Aurangabad industrial area at a Glance

Sr.No	Name of Industrial are	Total no of Industri	Total No of Employees
1	Chikalthana MIDC	794	28050
2	Waluj MIDC	3032	43821
3	Paithan MIDC	76	23400
4	Railway Station MIDC	128	16300
5	Shendra MIDC	35	5800
total		4065	117371

Source: Directorate of Industries, GOM

(Economic Survey of Maharashtra 2009-10)

SWOT Analysis

S- STRENGTH:

1. Historical background of the District useful for Foreign Investor.
2. Tremendous scope for ancillarisation of industries Especially in Engineering Units.
3. Middle in India.
4. Well communication system available.
5. Well Transportation Connectivity available i.e. Road, Rail & air, with all over the nation.

6. A strong young first Generation Entrepreneurs in Aurangabad.
7. Skilled & unskilled man power Available at very Low cost.
8. Good dealer network & logistic facility is Available.
9. Educational Intuition like ITI/Engg. College/IGTR/ CIPET/ MCED to facilitate & good support To industries.
10. Due to major financial institute running in Aurangabad, finance is made easily available to the entrepreneur.

W-WEAKNESS

1. Poor Entrepreneurship Development.
2. Poor Water Supply System.
3. Improper maintenance of available Infrastructure
4. Lack of coordination with different Govt. Depts.
5. Inadequate Working Capital from F.I. & higher rate of interest.
6. R & D / Technology up gradation Facilities are not available.
7. Low level of Business exports
8. Lack of Vision
9. Awareness Camps/seminars are not organized so frequently.
10. High level of skilled man power is not available.

O-OPPORTUNITIES

MIDC has planned to develop Additional MIDC's in the region which creates good opportunities for industries. Cluster development programmed of Central Govt. boost for creation of jobs / there is also skilled & unskilled man power. Expansion project of CIPET is playing vital role for plastics mfg in the region. DMIC Project develops the Region. There is so much Scope for tourism due to Historical background. Due to State Govt. Mega Project policy Major Investment & Job creation will be created and there will be Wide Scope for retail sector.

T-THREATS:

1. Shortage of Power.
2. Labour policy to be reviewed.
3. Pollution (17th rank district)
4. Non availability of Agriculture Labour
5. Dependency on large scale Industries for ancillary Industries.
6. High costing of Industrial land.
7. Labour union problems.

Concluding Remark

Aurangabad is a dynamic city and future it will be very progressive place it resulted any businessman will be attract easily and will be great chances to FDI. So for that point of view there is need to upliftment in many sectors such as Establishing, Improving Technical Training Institutes, ITIs, and Entrepreneurship Development Centers. Transparent Policies. Supporting Infrastructure Development like Road, Electricity, Disposal of Solid Waste, Sanitation etc. There is also need to make development in transport facilities like Depot for Trucks Road side amenities for Truck Drivers like improved Lodges, Toilets, Food Plazas etc. there is scope for skill up gradation program. Establishing marketing agencies through industrialist will connect each other and made easy to marketing. In Aurangabad there is must research and development center.

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