



# HARIDWAR DEVELOPMENT OF INDUSTRIALIZATION REGION (HDIR) AND THE APPLICATION OF STRENGTH WEAKNESS OPPORTUNITIES AND THREATS (SWOT) ANALYSIS

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## ABSTRACT

Here is a brief description of the Physical, Demographical, Social and Economical Profile of the region. The Background interaction is provided to understand the process that led to the Structural changes in the region and help in governing the pattern of rural-urban interaction of the rural settlements with city, which has been studied extensively in the successive pattern.

Haridwar Development Region is surrounded by Lesser Himalayas in the North Shiwaliks in the West and East and Plains in the South. It includes the part of Bhabar, Tarai and Indo-Gangetic alluvial Plains. Ganga River flows from the hills to the plains in this region. It covers an area of about 659 sq. kms.

In the few last years (2000) the Uttarakhand State came forth as one of the most deserving industrial destination in India. In Hardwar many Industrial areas including SIDCUL came into existence and flourishing at a very large scale. Blooming Industrialization has caused many positive as well as negative impact in this area. This paper is focus on status of Development Industrialization with Strength, Weakness, Opportunities and Threats (SWOT) caused by Industrialization.

**Keywords:** Industrialization, SWOT analysis, BHEL, SIDCUL & Hardwar

## 1. INTRODUCTION

Hardwar District is located at latitudes of 29°96' north & longitudes of 78°16' east in the Uttarakhand State of India at an elevation of 249.7 msl. It is covering an area of about 2360 sq.km. The district came into existence on December 28<sup>th</sup> 1988. This district headquarter is situated in the Roshnabad at a distance of about 12 km. from Railway Station. The district is administratively subdivided into four tahsil i.e. Hardwar, Roorkee, Laksar and Bhagwanpur and also divided into six Development Blocks i.e. Bhagwanpur, Roorkee, Narsan, Bahadrabad, Laksar and Khanpur. As per the census 2011 the total population of the District is 1890422. Decadal population and its growth in district have been referred from Census of India.

**Table.1:-Population and decadal growth of District Hardwar-**

Sl. No.	Year	Population	Decadal Growth (%)
1	1981	**	32.30
2	1991	1124488	25.95
3	2001	1447187	28.69
4	2011	1890422	30.62

Note \*\*: Hardwar District came into existence in 1988.

Source: Census of India

## 2. HARIDWAR DEVELOPMENT OF INDUSTRIALIZATION REGION (HDIR)

Industrialization had commenced in Hardwar District with the establishment of PSUs (Public Sector Undertaking) like Hindustan Anti-biotic limited and Dabur during 1964. Now it is a blooming Industrial area situated at the bypass road, comprising mainly for various Public-Sector Undertaking (PSUs), and Bharat Heavy Electricals Limited (BHEL) and currently employs over the 100000 people. Bharat Heavy Electrical Limited is a Maharatna Public Sector Undertaking (PSUs) is spread across an area of 12 sq. km. BHEL having its own colony of 43000 persons, has indirect impact on the economy of the town.

Hardwar is rapidly developing as an important industrial hub of Uttarakhand since the State Government Agency, SIDCUL established in 2002. Set up the integrated Industrial Estate. As a result of which Infrastructural and Transportation facilities have been improved and cost of living has also been increased. In this area manufacturing Units are coming and some of the reputed Industries already placed here like Indo-Asian Switchgear Limited, Hindustan Unilever Limited, TATA Motors, Reliance, Lotus, Avon, Vijay Electrical, SBL, Hero Honda, Control & Switchgear Limited, ITC and Mahindra & Mahindra etc.

There are so many Industrial and Agricultural sector likes Stone Rolling Mills, Textile Mills, Paper Mills, Sugar Mills, Mentha Oil, Paint Industry Units and Flour and Rice Mills on the other side there are Dairy Milk Products, Floriculture, Production of Rice and Wheat Horticulture and Fish Farming sectors.

Industrial area of Hardwar has been divided as mentioned below:-

- **Hardwar Industrial Area, nearly Railway Station, Hardwar**
- **Mustafabad Industrial Area**
- **Dhanpura Industrial Area**
- **Landhoura Industrial Area**
- **Pipli Industrial Area**
- **Bahadrabad Industrial Area**
- **SIDCUL, Hardwar**

**The State Industrial Development Corporation of Uttarakhand Limited (SIDCUL).** SIDCUL spread over a land of 2034 acres, developed by SIDCUL a State Government body. With big enterprises like Hindustan Unilever Limited, Dabur, Mahindra & Mahindra, Havells, Kirby moving in SIDCUL is to develop into another Industrial township within the city. Many medium and large scale Industrial Units are also operating in all around the town.

The State Industrial Development Corporation Uttarakhand Limited (SIDCUL) has now established one new “Industrial Development Zone” in the district, adjacent to Shivalik Nagar near Hardwar, to encourage industrialization. The State Government paid 20 crores to the company for the industrialization in Uttarakhand State.

Besides the State Government, SIDCUL has equity participation from LIC, ICICI and IDBI. This led the Hardwar city to be turned into a big industrial city in the State of Uttarakhand.



Fig: Location Map of Haridwar District

### 3. INDUSTRIAL SCENARIO OF HARIDWAR

Table.2:-Numbers of Industries in District Haridwar at a glance-

Sl. No.	Head/Body	Particulars
1.	Registered industrial units	7496
2.	Total industrial units	7581
3.	Registered medium & large units	159
4.	Estimated average number of daily worker employed in small scale industries	149
5.	Employment in large and medium industries	55786
6.	Number of industrial area	38 (Govt./Pvt. Industrial/Mega project)
7.	Turnover of small scale industries (in lac)	850374.8
8.	Turnover of medium & large-scale industries (in lac)	108776.00 Excluding large industries

Source: Brief industrial profile of District Haridwar, MSME (2005) available at [dcmsme.gov.in/dips/DIPSR%20-%20HARDWAR.pdf](http://dcmsme.gov.in/dips/DIPSR%20-%20HARDWAR.pdf)

### 4. AIMS AND OBJECTIVES OF THE STUDY

- Development domestic technological capability for the production of International inputs, outputs and capital goods.
- Promote economic efficiency, growth and all-round development such as physical, economic, social and cultural development of the local people.
- Upgrade the quality of vocational education, and training in existing institutions in the short run and promote an extensive development of vocational education and training in medium and long terms.

## 5. APPLICATION OF SWOT ANALYSIS: SWOT (Strength, Weakness, Opportunities and Threats)

### STRENGTH

- Industrial Development is close proximity
- Rising Population
- Growth of Industrial Capitalist
- Improved Transportation and Communication facilities
- Industrial Township i.e. SIDCUL
- New advertising and marketing techniques
- Adequacy of transport facilities and interstate connectivity
- Sustainable Economic Growth
- One of the four location in India for Kumbh Mela
- Gateway to chardham the four main Pilgrim centres in the North

### WEAKNESS

- Insufficient funds provided by State Government of adequate Infrastructure support.
- Lack of facilities
- Lack of developable land
- Lack of better Tourism Infrastructure
- Poor connectivity by Air
- Difficult to balance the Invests of various group for redevelopment activities
- Increased pressure on existing Infrastructure services
- Inability to tap Tourism potential other than Pilgrimage
- In adequacy of information channels
- Inadequacy of Marketing
- Higher Price

### OPPORTUNITY

- Rapid Industrial Development close to the city area
- Open space for development of Tourist opportunities
- New sources of communication like the Internet must be used effectively to influence and advertise
- Opportunities of Employment
- Scope to develop Inter-religious philosophies prevails
- Emerging destination for Ayurvedic treatment Yoga and spiritual pursuits
- Land space to grow
- More Exports possibilities

### THREATS

- Disaster prone area
- Loss of Bio-diversity
- Ecological sensitive area
- Degradation of Environmental conditions
- Soil- Erosion from Bilwa mountain
- Increasing water pollution in Ganga
- Spread of communicable disasters
- Poorness of Fuel
- Increased possibility of accidental and health hazards due to massive crowd during occasion such as Kumbh Mela
- Storage and high cost of rural houses
- Competition from others



## 6. CONCLUSION

Industrialization is not only an engine for employment, wealth and technical skill, but an engine for the development of technology. Biggest advantage of Industrialization is the development of new technologies and inventions. Industrialization also open the door to lots of Employments Opportunities which in also open the door to establishing business to satisfy the needs of these employed by the Industry. But on the other hand, Industrialization has a dark side also for example the invention of the Automobiles and other gasoline consuming Vehicle created a faster way of transportation but in the long run the population that the Vehicle will eventually destroy the Ozone.

It can be concluded that Industrialization of flourishing in District Haridwar at a very fast rate. Due to Industrialization many things can become possible and without these things like electricity, electronic goods, automobiles, various kinds of medicine and other products life would be much different.

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