



Rising Jharkhand

An Emerging Investment Hub

February 2017

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Message

Jharkhand is one of the emerging states of India and offers conducive environment for industrial investments in the state.

The state has taken various initiatives for the optimal utilization of the available resources in order to boost industrialization.

We are glad to be part of 31st Surajkund Mela which facilitated promotion of rural craftsmanship. The selection of a theme state is highly commendable as every year, each state gets an excellent opportunity to showcase their rich culture, traditions, arts and craft.

I am happy to know that the Mela is rendering tremendous opportunities to Jharkhand to showcase their crafts and culture.

(Droupadi Murmu)



रघुबर दास
Raghubar Das



मुख्यमंत्री
झारखण्ड सरकार
Chief Minister
Govt. of Jharkhand

MESSAGE

The state of Jharkhand is endowed with vast natural resources and is a leading producer of mineral wealth in the country. The state economy has witnessed steady growth during the recent years.

Our state is making special efforts to become one of the most preferred destination for industrial investments. Also, we are giving special emphasis to tourism sector so as to attract large scale investments specially from eco tourism, religious and heritage tourism etc.

We are delighted that our state is the theme state for 31st Surajkund Mela. The curtains went up on the acclaimed annual Surajkund International Crafts Mela on 1st February. The Mela is known world wide for celebration of Indian folk traditions and cultural heritage.

I am happy to know that visitors and tourists have enjoyed the 31st edition of this Mela with Jharkhand as the theme state. I convey my thanks and appreciation to people of Haryana and Jharkhand.


(Raghubar Das)

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राजबाला वर्मा, भा.प.से.
सरकार के मुख्य सचिव
Rajbala Verma, I.A.S
Chief Secretary to Government



झारखण्ड सरकार
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Ranchi-834 004, Jharkhand



MESSAGE

Jharkhand has a varied topography with a rich and diverse culture which is unique in its own way. The state is a mix of both tribal and non-tribal communities and the true essence of nature can be seen in the art and craft of the state.

The state has immense scope for developing tourism as one can find a number of pilgrimage sites, national park, wild life sanctuaries, waterfalls, dams etc. It's the scenic beauty of the state which makes it more attractive.

It is a proud moment for us to participate in the 31st Surajkund International Crafts Mela, 2017 as our state is chosen as the theme state.

Surajkund Mela is definitely the right platform to showcase how variant our state is in terms of its handicrafts, handlooms, performing arts, cuisine and its tourist potential to a vast cross section of people in an inspiring manner.

I am happy to know that people around the country are participating and enjoying the fine culture and ethnicity of Jharkhand.

(Rajbala Verma)



अमर कुमार बाउरी

मंत्री

राजस्व, निबंधन एवं भूमि सुधार विभाग,
पर्यटन, कला संस्कृति, खेलकूद एवं
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Message

The State of Jharkhand is endowed with immense Bio-Diversity, Moderate Climate, Rich Cultural and Historical Heritage , Religious Places of Worship and Ethnic aspects to make the State the Ultimate Destination for tourists.

The State is widely Acknowledged for its Multi – Hued Culture, Religion, Natural Resources and Terrain. It Has a Variety of tourist attraction including Historical Places, Monuments, Forts, Waterfalls, Forests and Temples.

The Surajkund Mela an Ideal Opportunity to Bind Nations together and has pioneered all the Melas Being Organised in the Country. The Surajkund Melas Unveils arts and Crafts not only of India but also of other Nations, Offering a Truly Enriching Experience to the Visitors.

I believe our State Would Definitely get a boost in Tourism Sector by attracting tourists world over.

स्वच्छ भारत अभियान
एक दम स्वच्छता की ओर





Shri Amit Khare

Message from Development Commissioner cum Chairman, Jharkhand Tourism Development Corporation Limited

The state of Jharkhand is a land of great scenic beauty and diversity, refreshing and rejuvenating greenery and rich cultures. The sound of drums and traditional musical instruments reverberates through the valleys of the state.

The arts and crafts from our state showcase sublime and evocative designs and exhibit high quality of workmanship, creativity and imagination.

Our department with its numerous initiatives is making efforts towards development of the state as one of the most preferred destination for tourists.

The selection of Jharkhand as a theme state at the 31st Surajkund International Crafts Mela, 2017 is highly commendable as every year, each state gets an excellent opportunity to showcase their rich culture, traditions and arts and craft.





Shri Rahul Sharma

Message from Secretary - Tourism, Government of Jharkhand

Jharkhand has emerged as one of the most preferred tourist destination. The state is blessed with immense biodiversity, moderate climate, pilgrimage sites and ethnic aspects. The sight of pristine forests and pilgrim places are the reasons behind the increase in tourists' inflow in the state.

The state has become an ideal tourist destination for every age group. The artistic temper of the local people finds expression in varied architecture forms which have become popular the world over. The Surajkund Mela 2017 is unique as it showcases the richness and diversity of the handicrafts, handlooms and cultural fabric of India.

We are elated to be selected as the theme state for the 31st Surajkund Crafts Mela 2017 and are delighted to know that the products displayed by our artisans and exhibitors are finding place in everyone's hearts. Around 20 countries across the globe including Egypt, Sri Lanka, Thailand, South Africa, Zimbabwe among others and all the states of India are participating, wherein 300 artists and 133 artisans are presenting their artwork at this crafts fair.

We are thankful to PHD Chamber of Commerce and Industry for providing support to the state of Jharkhand in organizing the prestigious Surajkund Mela.

I would like to extend my sincere gratitude to the officials from the Government of Haryana, particularly, Shri V S Kundu, IAS, Additional Chief Secretary, Tourism, Haryana, Cum Vice Chairman, Surajkund Mela Authority. Shri Sameer Pal Srow, MD, HTC Cum Chief Administrator, SKMA and Shri Rajesh Joon, Nodal Officer, Surajkund Mela Authority for their continued support in our endeavour to showcase the rich culture and heritage of Jharkhand in this international fair at Surajkund.





Shri Gopal Jiwarajka

Message from President's Desk, PHD Chamber

The state of Jharkhand has marked significant developments over the years. The state offers tremendous investment potential in mineral and natural resource based industries, Micro, Small and Medium Enterprises (MSMEs), processing of fruits and vegetables, sericulture, handicraft, handloom, khadi and village industries etc

Agriculture is one of the prominent sectors of Jharkhand's rural economy. It is important as it brings in price stability, food security, income and livelihood for the majority of the population.

The state possesses huge potential for horticulture and forest based products owing to the cultivable land resources of the state. The state focuses on sustainable agricultural and rural development with special emphasis on capacity building, technological improvements and timely availability of inputs.

Going ahead, more emphasis must be laid on skill development, setting up of MSMEs and strengthening infrastructure in the state.

I believe that the representation of Jharkhand as a theme state in the Surajkund Mela will give significant mileage to the state in attracting not just tourists from Northern parts of India but the world over.





Shri Anil Khaitan

Message from Senior Vice President's Desk, PHD Chamber

Jharkhand has taken various measures to develop the state's infrastructure over the recent years. The state offers sound railway infrastructure while state is taking serious efforts to enhance its air connectivity with other states.

The catalytic infrastructure that is required for the development of the State is making progress. The road network has also made significant improvements over the years.

The Information and Technology has made great progress through different schemes that are being implemented, and paving way for the vision of a "Digital India" to be successful.

I am sanguine that the state's participation in the Mela will garner more domestic and foreign tourists in the state in the coming times.





Shri Rajeev Talwar

Message from Vice President's Desk, PHD Chamber

Jharkhand is one of the richest mineral zones in the world and boasts of 40% and 29% of India's mineral and coal reserves respectively. Due to its large mineral reserves, mining and mineral extraction are the major industries in the state.

Although agriculture forms an important component of Jharkhand's economy, however, the industrial sector of the state has also made significant developments over the years. The industrial policy of the state has given special focus to encourage industrial development and boost investments in the state.

Further, the arts and crafts from the state showcase sublime and evocative designs and exhibit high quality workmanship, creativity and imagination which have made them famous not just in India but world over.

I am happy to know that the Mela is rendering tremendous opportunities to Jharkhand to showcase their crafts and culture.





Dr. Mahesh Gupta

Message from Immediate Former President's Desk, PHD Chamber

Jharkhand is becoming the vanguard of industrialisation among the Indian states. The state has made impressive strides over the years towards industrialisation.

Special thrust has been given on the promotion of silk, textile and handicraft sector. Jharkhand Silk Textile and Handicraft Development Corporation (JHARCRAFT) has been set up with the objective to enhance textiles and handicrafts in the state.

Going ahead, tourism should be promoted for boosting economic development as the state is emerging as one of the prominent tourist destination in the country and is blessed with rich cultural and natural resources.

The selection of Jharkhand as a theme state is highly commendable as every year, each state gets an excellent opportunity to showcase their rich culture, traditions and arts and craft.





Shri Pawan Bajaj

Message from Chairman of Jharkhand Committee, PHD Chamber

Jharkhand is one of the richest mineral zones in the world and has a population size of about 33 million with an average growth rate of 8% during FY2013 to FY2015. The State contributes approximately 2% to India's overall Gross State Domestic Product (GSDP).

To ensure mega investment and employment generation, the state government has been able to convince the industries leaders to visit and choose Jharkhand as a preferred investment destination.

I am glad that the state is chosen as the theme state for the Surajkund Mela 2017. Surajkund Mela sets up an environment in which rural crafts and traditions could be displayed in a rural ambience of a typical village near Delhi for travellers who may not have the time or means to visit an Indian village.

I believe that the Surajkund Mela is the right platform for the state to showcase their exquisite handicrafts and handlooms and the state must participate more in such Melas.





Shri Saurabh Sanyal

Message from Secretary General's Desk, PHD Chamber

Jharkhand: The state profile is an extensive study of the state of Jharkhand which has been prepared with the objective to highlight latest socio-economic developments in the state. This study captures the state's economic, social and industrial developments in the state of Jharkhand.

PHD Chamber of Commerce and Industry ever since its inception in 1905, has been an active participant in the India Growth Story through its Advocacy Role for the Policy Makers and Regulators of the Country.

I extend my gratitude to the Tourism department of Government of Jharkhand for providing us with their valuable support.

I commend and appreciate the tireless efforts of PHD Research Bureau team led by Dr. S P Sharma, Chief Economist & Director Research, Ms. Areesha, Research Associate & Ms. Abha Chauhan, Research Assistant for producing this very informative report.



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Executive Summary

Jharkhand, is one of the richest mineral zones in the world and has a population size of about 33 million with an average growth rate of 8% during FY2013 to FY2015 (at constant prices). The state contributes approximately 2% to India's overall GSDP¹ (at current prices).

The state provides conducive investment environment for which the state government has taken many initiatives to boost the industrial investments in the state. The state offers tremendous investment potential in mineral and natural resource based industries, Micro, Small and Medium Enterprises (MSMEs), processing of fruits and vegetables, sericulture, handicraft, handloom, khadi and village industries etc. Jharkhand Government is keenly working towards skill development, improving exports, mineral based products, agriculture and processed food products to ensure increased industrial development across the State.

There has been large scale change in the industrial environment due to economic liberalization, privatization and globalization. Strong emphasis is being placed on Micro, Small and Medium Enterprises (MSMEs). Clustering is being promoted, pollution norms have been made more stringent, and the concept of 'go' and 'no go' zoning has been developed for mining clearance. Value Added Tax (VAT) regime has been implemented and is likely to be further replaced by Goods and Service Tax (GST) in the state.

Also, infrastructural facilities like land, industrial area development, industrial parks, transport infrastructure, telecommunication network, Special Economic Zones (SEZs), Industrial Corridor have been taken under the purview of the Industrial Policy 2016 in the state of Jharkhand.

Jharkhand has given special emphasis on tourism sector so as to attract large scale investments from eco tourism, religious, heritage tourism etc. Jharkhand has emerged as one of the most preferred tourist destination in the country. The sight of pristine forest and pilgrim places are the reasons behind the increase in tourists' inflow in the state.

Jharkhand has been chosen as a Theme state for the 31st Surajkund International Crafts Mela-2017. The Mela provides an opportunity to the Theme state to showcase its handicrafts, handlooms, performing arts, cuisine and its tourist potential to a vast cross-section of people. The theme state gets a chance to highlight itself in totality from its architecture to fine arts and crafts.

¹ The Combined GSDP of all the States of India is Rs. 13576086 crores in the year 2015-16 at current prices.



1. Jharkhand: A Progressive Economy



The state of Jharkhand has been brought into existence on November 15, 2000 as the 28th state of India which was earlier a part of Bihar. Jharkhand shares its boundaries with Bihar in the North, Uttar Pradesh and Chhattisgarh in the West, Odisha in the South and West Bengal in the East.

Jharkhand is one of the richest mineral zones in the world. Industrial sector of the state enjoys a unique location-specific advantage as it is close to the vast market of Eastern India. Jharkhand's proximity to the Ports of Kolkata, Haldia and Paradeep, makes the state attractive for being an ideal location for Export Oriented Units (EOUs), interested to enter in emerging markets of South East Asia considering the freight advantage with safe, smooth and faster movement of their produce.

The state provides investment opportunities in sectors such as mining and metals, power, infrastructure, manufacturing and food processing. The state is also encouraging investments in the areas of education, healthcare, power, food processing and tourism for strong and sustainable growth trajectory in the coming times.



The state is enshrouded with hilly terrain. Most of the state lies on the Chota Nagpur Plateau and is blessed with several watersheds of the rivers namely Koel, Damodar, Brahmani, Kharkai, and Subarnarekha, which serves as major tourist destinations of the state.

Jharkhand is blessed with rich flora and fauna having variety of species of plants and significant wildlife population of tigers and asian elephants. Large population of the state is tribal as around 32 tribes inhabits in the state.



As Jharkhand has around 40% of the country's mineral wealth, its extensive mineral resources make mining, metals and related sectors especially lucrative for investments. Forests account for 29% of the land area in Jharkhand with thriving bio-diversity, fertile land and moderate climate. Almost 75% of the population in Jharkhand depends on agriculture or agriculture related occupations. The state produces a variety of cereals, crops and vegetables.

During 2015-16 (up to June 2015), the number of MSMEs units in the state was registered at 408, which provided employment to around 2,256 people. Between 2014-15 and 2015-16, about 5,855 industrial units were established in the state, which provided employment opportunities for 25,370 people.

Key Industries of the state

Mining and mineral extraction, engineering, iron and steel, chemicals, handloom, food and beverages, plastics and rubber, printing and packaging, tourism, automotive, cement etc.



2. Socio-Economic snapshot of the state



The state of Jharkhand has a population size of about 33 million with an average growth rate (at constant prices) of 8% during FY2013 to FY2015. The state contributes approximately 2% to India's overall GSDP² (at current prices). The GSDP of Jharkhand in the year 2015-16 is Rs. 241955 crores at current prices with a growth rate of 11.4% and the GSDP at the constant prices is Rs. 209137 crores with a growth rate of 12.1% in the same year. In the year 2015-16, the tertiary sector has remained the most prominent sector of the state economy in terms of contribution to state's GSDP with a share of around 39% followed by 28 % share of secondary sector and 24 % share of primary sector.

² The Combined GSDP of all the States of India is Rs. 13576086 crores in the year 2015-16 at current prices.



Summary of socio-economic indicators	
State Capital	Ranchi
Geographical Area (Sq. km)	79,714
No. of districts	24
Population (Census 2011) (In thousands)	32988
Population Density (persons/Sq. Km) Census 2011	414
Male population	16,930,315
Female population	16,057,819
Sex Ratio (2011 Census)	948
GSDP at Current Prices (FY2015-16)	Rs. 241955 crores
Growth of GSDP at Current Prices (FY2015-16)	11.45 %
GSDP at Constant Prices (FY2015-16)	Rs. 209137 crores
Growth of GSDP at Constant Prices (FY2015-16)	12.1%
Primary Sector's Share in GSDP at current prices (%)**	24.1%
Secondary Sector's Share in GSDP at current prices (%)**	28.4%
Tertiary Sector's Share in GSDP at current prices (%)**	38.8%
Poverty Rate (2011-12)	36.96%
Infant Mortality Rate (2013)	37 per 1000 live births
Literacy Rate (2011 Census)	66.4%
Implementation of Reforms (ranking)*	7

Source: PHD Research Bureau, compiled from various official documents of the state Government of Jharkhand, Economic Survey 2016-17, India Brand Equity Foundation (IBEF), Ministry of Statistics and Programme Implementation (MOSPI), Niti Aayog, Press Note on Poverty Estimates, 2011-12; Government of India, Planning Commission July 2013, Census 2011, Government of India, *The ranking have been taken by Department of Industrial Policy and Promotion, Government of India on State implementation of reforms which are taken as on 10th February 2017. Poverty rate represents percentage of population below poverty line. Administrative Districts are given in the table.

** The primary sector comprises of Agriculture, forestry and fishing and Mining and quarrying. The secondary sector comprises of Manufacturing, Electricity, gas, water supply & other utility services and Construction sector. The tertiary sector comprises of Trade, repair, hotels and restaurants, Transport, storage, communication & services related to broadcasting, Financial services, Real estate, ownership of dwelling & professional services, Public administration and Other services. The total sum of primary, secondary and tertiary sector's share in the GSDP is less than 100 as taxes and subsidies are not taken into consideration while calculating the share of respective sectors in the GSDP of the state of Jharkhand.



3. Fast-track reforms to refuel growth

Jharkhand is a land of boundless opportunities which offers distinct advantage for investment and industrial development. The state provides conducive investment environment for which the state government has taken many initiatives to boost the industrial investments in the state. The state offers tremendous investment potential in mineral and natural resource based industries, Micro, Small and Medium Enterprises (MSMEs), processing of fruits and vegetables, sericulture, handicraft, handloom, khadi and village industries etc.

Jharkhand Government is keenly working towards skill development, improving exports, mineral based products, agriculture and processed food products to ensure increased industrial development across the state.

There has been a large scale change in the industrial environment due to economic liberalization, privatization and globalization. Strong emphasis is being placed on Micro, Small and Medium Enterprises (MSME). Clustering is being promoted, pollution norms have been made more stringent, and the concept of 'go' and 'no go' zoning has been developed for mining clearance. Value Added Tax (VAT) regime has been implemented and is likely to be further replaced by Goods and Service Tax (GST) in the state.

According to the latest Ease of Doing Business Rankings of Department of Industrial Policy and Promotion (DIPP), Ministry of Commerce and Industry, the state of Jharkhand has been ranked at 7th position out of 36 states and Union Territories in India. The implementation score card of the state is 96.57. The top 5 reforms implemented by the state are as follows →

- 1 Environmental Registration Enablers
- 2 Single Window
- 3 Construction Permit Enablers
- 4 Availability of land
- 5 Access to information and Transparency Enablers

Note: The ranking have been taken by Department of Industrial Policy and Promotion, Government of India on State implementation of reforms which are taken as on 10th February 2017



Initiatives for Industrial development

Jharkhand is progressing fast on adopting best practices for making an investor friendly environment in the State in order to facilitate investments, employment generation and welfare of the people.

The present policy of **Jharkhand Industrial and Investment Promotion Policy 2016** aims at creating an industry friendly environment for maximizing investment, especially in mineral and natural resource based industries, MSMEs, infrastructure development and rehabilitation of viable sick units.

The various components of **improving the Business Eco-System** adopted by various departments and agencies of the state Government are:

- | | |
|---|--------------------------------------|
| a) Jharkhand Investment Promotion Board | b) Single Window Clearance Mechanism |
| c) Single Window Portal | d) Single Window Cell |
| e) Ease of Doing Business | f) Jharkhand Investment Centre |

Reforms at the digital front

The Department of Information Technology, Government of Jharkhand, has established **JharNet, Pragya Kendras (Common Service Centres), Video conferencing facilities**, computerized land registration and treasury offices along with commercial taxes, e-Nagarik and e-District to enable citizens to request for online delivery of services and receive them particularly in respect of various certificates viz. caste, income, residence, birth, date etc.

State's move towards a Cashless Society

Distribution of mobile phone under Cashless Jharkhand Mission: The State Government has decided to distribute one lakh smart phones to the deprived section of the State in order to encourage the Cashless transactions. For the above purpose a total of Rs. 30 Cr. is proposed for the 2017-18. Under this scheme, a number of new schemes of State level importance are added from time-to-time viz Cashless Jharkhand (Smart Phones) & Others. The State Government has decided to develop those sites as **High Speed Internet Hubs**. It would benefit the local Rural residents as well, thereby achieving the objectives of Digital India and Cashless Jharkhand Campaigns

New initiatives undertaken for Skill Development in 2016-17

Jharkhand is committed to be a better performer and has created 24000 jobs between 2009 -2012. New initiatives of the Government such as **Mukhyamantri Jan- Van Yojna, Model Career Centres and digital platform for training and business- Hunar**, will certainly help the state in resolving unemployment problems.



Initiatives for Education Sector

The state has embarked significant reforms in higher education by increasing private investment and introducing new colleges so as to ensure access, equity and quality education. The state government has begun the journey of making Jharkhand a knowledge hub in the coming years. Many new initiatives have been proposed and have been implemented by the state at elementary, secondary and at higher and technical educational levels. Few initiatives includes an establishment of gym and wi-fi network in KGB Kasturba Gandhi Balika Vidyalaya), Swach Vidyalaya Scheme, establishment of the digital library and improvement in infrastructure at educational institutes.

Initiatives for Rural Development

With the robust implementation of an innovative program like “Hamari Yojana Hamara Vikas” the government has made an effort to transfer the power of assessing the developmental needs of rural Jharkhand in the hands of people. This initiative aimed to improve the socio-economic conditions of the rural community, uplift the people living below the poverty line by providing wage employment, self employment through income generating activities and also by creating permanent assets for strengthening the rural infrastructure.

Initiatives for Women, Child Development and Social Security

The Government of Jharkhand, through its Department of Social Welfare, Women and Child Development (DSWWCD), has formulated several policies and implementing several programmes and schemes for providing education, nutrition, health, hygiene, social protection and legislative support to women and children in the state. Some of the initiatives are mentioned below :

1. One Stop Help Centre' for women
2. Tejaswini Project: Socio-economic Empowerment of Adolescent Girls and Young Women
3. Jharkhand Women Development Society (JWDS): A Step towards Empowerment of Women
4. Schemes for widows, pregnant and lactating women and child health
5. Programmes for social insurance, social assistance and social security



4. Infrastructure and growth goes hand in hand



High-end quality infrastructural facilities are absolutely essential for the development of a state. As a result of the availability of quality infrastructure, industries get established with less capital investment and can function efficiently without impediments. These infrastructural facilities assist in growth of business and overall industrial development. In addition to generating new employment opportunities and contributing in social development, it helps in attracting indigenous and foreign investments.

Infrastructural facilities like land, industrial area development, industrial parks, transport infrastructure, telecommunication network, Special Economic Zones (SEZ), Industrial Corridor have been taken under the purview of the Industrial Policy 2016 of the state.



Road to prosperity

There are 15 National Highways (NH) running through Jharkhand: and the total length of (NH) is 2,653.64 km. The total length of state highways is around 6,880 km. The length of rural roads is 24,400km.



Railways: Connecting the millions

The total length of railway lines in Jharkhand is 2,181.93 km. The state has extensive goods-handling facilities available at Ranchi, Bokaro, Dhanbad and Jamshedpur stations as well as ore-loading facilities at Kiriburu, Lohardaga and all Central Coalfields Ltd (CCL) coal mines.



Airports: Flying high

A domestic airport is located in the state capital, Ranchi. Airstrips have been established at Jamshedpur, Dumka, Dhanbad, Bokaro, Giridih, Deoghar, Hazaribagh, Daltonganj and Noamundi. Chartered flights are available between the steel city of Jamshedpur and Kolkata.



Energy

The State has successfully achieved 93% village electrification by providing electricity to 27,462 villages out of a total of 29,492 villages. The remaining 2,030 villages are expected to be electrified by December 2017 under various Central and state government schemes.



Telecom: Connecting the world

The state has well-developed telecom infrastructure, with all major players providing services in the state. The state has a tele-density of about 55% as on May 2016. According to the estimates from Telecom Regulatory Authority of India (TRAI), the states of Jharkhand (including Bihar) has nearly 75 million wireless subscribers, 330 thousand wire-line subscribers, and 18.5 million internet subscribers base.



Power: Illuminating the dark

The state had a total installed power generation capacity of 2,626.10 Mega Watt (MW), comprising 1,324.05 MW under state utilities, 916.19 MW under private sector and 385.86 MW under central utilities as of June 2016. The state has total 200.9 MW of installed hydropower generation capacity and 20.05 MW from renewable sources. Per capita electricity consumption in the state was recorded to be 552 kWh, as compared to the country's average of 1,010 kWh, during 2015-16. The state is backed by large coal reserves, of total installed power generation capacity in the state, 2,404.93 MW of capacity was contributed by coal-based thermal power plants.



5. Tourism: The way forward

Tourism is one of the fastest growing industries and unlike many other industries; it is a composite of several service-providers. The aim of tourism is to make Jharkhand the most preferred tourist destination both inside and outside India, develop the tourism infrastructure, increase employment opportunities for the youth and to showcase the state's cultural heritage and traditions.

The tourism sector is an important source of income generation and socio-economic development. It acts as a key economic driver in boosting the economy of the state. Jharkhand is one of the emerging tourist destination in the country as the state is blessed with rich cultural and natural resources.

Jharkhand aims to give special emphasis on tourism sector so as to attract large scale investments from eco tourism, religious, heritage tourism etc. The sight of pristine forest and pilgrim places are the reasons behind the increase in tourists' inflow in the state.

5.1 Eco-tourism

Eco-tourism means, it is responsible travel to natural areas conserving the environment and improving the well being of the local people. Jharkhand has a forest cover of 33%, where there is an immense scope of developing ecotourism. The lush green jungles, the perennial waterfalls, the terrain, the moderate climate, and the rich wild life makes it an ideal destination for developing eco-tourism activities like forest trails, nature walks, jungle safaris, trekking, rock climbing etc. Many of the beautiful waterfalls like Jonha falls, Sita Dhara, Hundru falls, Dassam falls, Panchghagh and Hirni falls located in very scenic surroundings are important places to discover and enjoy with a wonderful natural sightseeing.



5.2 Adventure Tourism

Adventure travel is a part of tourism, which involves exploration of travel in an unusual, exotic, remote, or wilderness destination. Exploring the Saranda forest of Jharkhand with its extreme denseness offers a unique experience to adventure loving travelers.

5.3 Wildlife Tourism

Wildlife Tourism is the fastest growing area in the tourism of Jharkhand. The state is well endowed with wildlife parks, parks/zoos bird watching towers and other public utility services for tourists. To enjoy wildlife viewing in Jharkhand, the National Park of Betla and Hazaribagh facilitates the tourists in spotting its wild inhabitants like elephant, panther, leopard, wild boar, tiger, gaur, sloth bears, sambar, chital, nuntjac, nilgai, langur, mouse deer, monkeys, small Indian civet, mongoose, jackals, porcupine and ant eating pangolins.



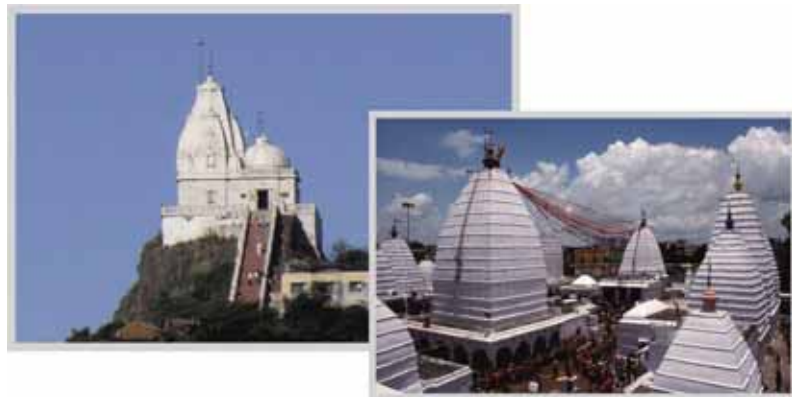
5.4 Mining Tourism

Jharkhand has considerable mineral resources and is a major centre for iron ore, coal and copper mining, as well as gold and silver. The state under its new plan for attracting more tourists, intends to redevelop the closed and abandoned mines and promote them as tourist attractions. This offers a unique experience for the tourists of the state.



5.5 Spiritual/ Religious Tourism

Jharkhand has an abundant number of religious places of national importance. The holy city of Deoghar is the abode of Baba Baidyanath, one of the 12 Jyotir Lingas scattered across the country. The most sacred pilgrim place for the Jains, the Parasnath, where 20 out of the 24 Tirthankars attained Mahanirvana, is situated in Jharkhand. One of the most revered shakti sthal- Rajrappa and Ma Bhadrakali Temple are located in the Ramgarh and Chatra districts respectively. A large number of religious tourists visit such sacred shrines in the state, throughout the year.



5.6 Rural Tourism

Rural Tourism is a growing phenomenon in Jharkhand as it focuses on the active participation of the rural lifestyle. Many rural villagers can facilitate tourism because they are hospitable and eager to welcome visitors. The Department of the Tourism of Jharkhand has taken up “Amadubi Village” to unveil the aspects of rural tourism in Jharkhand.



The snapshot of domestic and foreign tourists' arrival in the state

Year	Foreign Tourist	Domestic Tourist	Total Tourist Flow
2007	4004	4906394	4910398
2008	5803	6030028	6035831
2009	13872	7610160	7624032
2010	15695	6885273	6900968
2011	72467	10796286	10868753
2012	31909	20421016	20452925
2013	45995	20511160	20557155
2014	154731	33427144	33581875
2015	58568	9145016	9203584

Source: PHD Research bureau, compiled from Economic Survey 2016-17, Government of Jharkhand

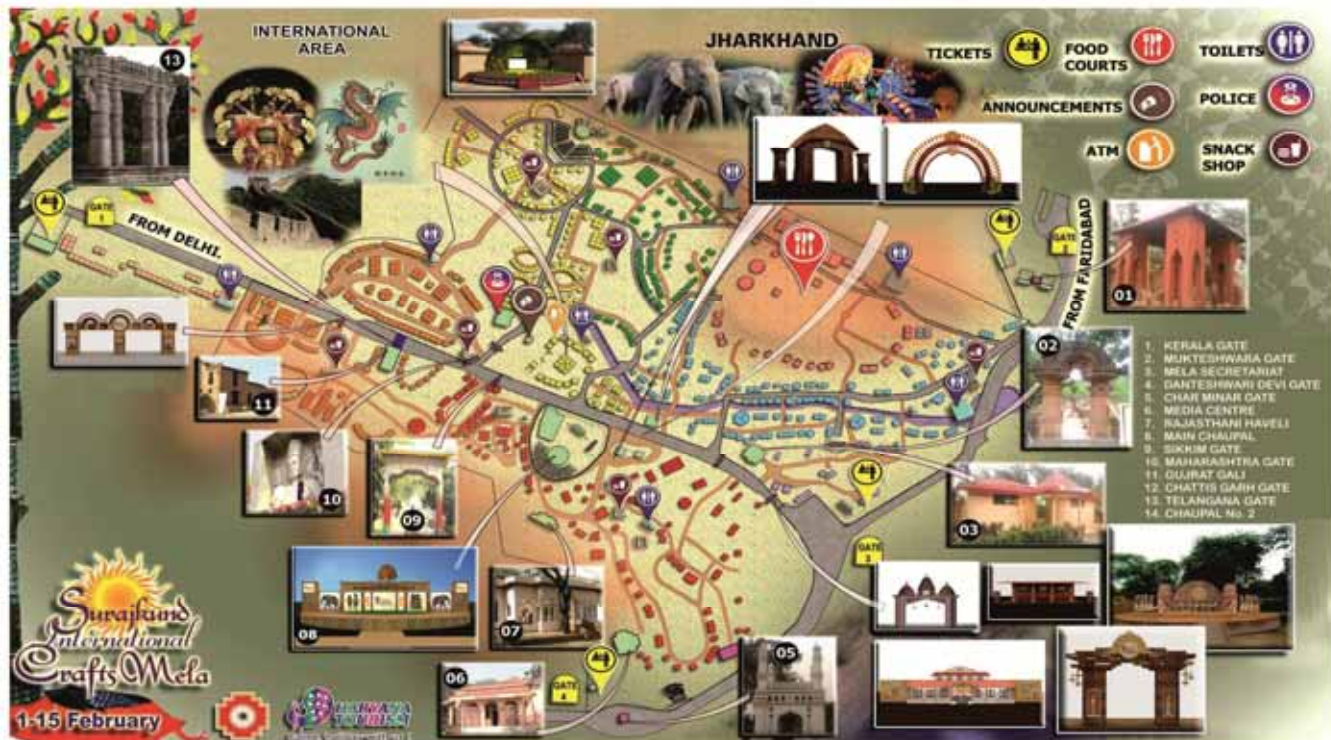


Audrey House



Megalithic Site

6. Surajkund Mela 2017



Surajkund Mela is organized every year in the month of February by the Surajkund Mela Authority & Haryana Tourism in collaboration with Union Ministries of Tourism, Textiles, Culture and External Affairs. The curtains go up on the acclaimed annual Surajkund International Crafts Mela from 1st February onwards, a celebration of Indian folk traditions and cultural heritage.

The mela is a splash of colours, rhythm of drum beats and joy de-vivre. Every year more than a million visitors come to view the ethnicity that the Mela entails. The Mela also celebrates the rhythms of folk theatre and a theme state that makes each visitor marvel. For the 31st Surajkund International Crafts Mela-2017, the state of Jharkhand has been chosen to be the Theme state. At least 20 countries & all the states of India are participating in the Mela.



6.1 Aims and Objectives

- Surajkund International Craft Mela is organized at Surajkund Faridabad with a view to promote handicrafts, handlooms with the aid of craftsmen invited from all over the country.
- To identify languishing and lesser known crafts and to introduce them to patrons.
- To display crafts and loom techniques by organising demonstration sections in the Mela grounds.
- To undertake the promotion of export of handlooms and handicrafts.
- To set up an environment in which rural crafts traditions could be displayed and to project the traditional rural ambience of a typical village near Delhi for travellers who may not have the time or means to visit an Indian village.

6.2 Main Features

Surajkund Mela which started in 1987 as a simpler Fair has turned into a gigantic Mela with participation from across the country and world over. The Mela celebrates the unique diversity of Indian traditions and culture in an ambience, created to represent the ethos of rural India.

The Mela is indeed a custodian of the heritage crafts involving use of traditional skills that are fading away due to cheap machine made imitations, and a special section is earmarked for showcasing of these heritage crafts. Surajkund International Crafts Mela showcases some of the most exquisite handlooms and handicrafts of India. Handmade fabrics soaked in ethnic colours make an eye catching display for the visitors.

A large number of renowned national and international folk artistes and cultural groups present day performances at both the Chaupals, the open-air theatres, located in the Mela premises. The celebration of simple joys of rural life and reverence of epic traditions all mingle well. All these colorful events are also presented before the audience in the open-air theatre named Natyashala.

The multi-cuisine Food Court provides ethnic cuisines from all over the world, which are immensely popular with visitors. Also there is a provision for amusement, adventure sports and joy rides. In 2013, the fair was upgraded to an international level and was rechristened as '28th Surajkund International crafts Mela'. Adding to the Mela, in 2015 around 20 countries participated in the Mela and Lebanon was the Partner Nation with Chhattisgarh being the Theme state.



6.3 Theme State



One of the Indian states gets the honour to occupy the position of the Theme state each year. The Theme state was conceptualized broadly with a view to promote and focus on art, craft and cuisine of each state of India every year.

Jharkhand is chosen to be the **Theme state** for the **31st Surajkund International Crafts Mela-2017**. The Mela provides a rare opportunity to the Theme state to showcase its handicrafts, handlooms, performing arts, cuisine and its tourist potential to a vast cross-section of people. The theme state gets a chance to highlight itself in totality from its architecture to fine arts and crafts.

Jharkhand's diverse crafts and dance forms are offering veritable treat for visitors. The visitors are getting an opportunity to witness Jharkhand's rich culture, tradition and exclusive artifacts' made by the artisans that are in great demand throughout the world.



Major Highlights of Surajkund Mela



7. Conclusions

Jharkhand is one of the richest mineral zones in the world and has a population size of about 33 million with an average growth rate (at constant prices) of 8% during FY2013 to FY2015. The state contributes approximately 2% to India's overall GSDP³ (at current prices). Due to its large mineral reserves, mining and mineral extraction are the major industries in the state.

The state provides investment opportunities in sectors such as mining and metals, power, infrastructure, manufacturing and food processing. The state is also encouraging investments in the areas of education, healthcare, power, food processing and tourism for strong and sustainable growth trajectory in the coming times. Jharkhand Government is keenly working towards skill development, improving exports, mineral based products, agriculture and processed food products to ensure increased industrial development across the state.

High-end quality infrastructural facilities are absolutely essential for the development of a state. As a result of the availability of quality infrastructure, industries get established with less capital investment and can function efficiently without impediments. Infrastructural facilities like land, industrial area development, industrial parks, transport infrastructure, telecommunication network, Special Economic Zones (SEZ), Industrial Corridor have been taken under the purview of the Industrial Policy 2016 of the state.

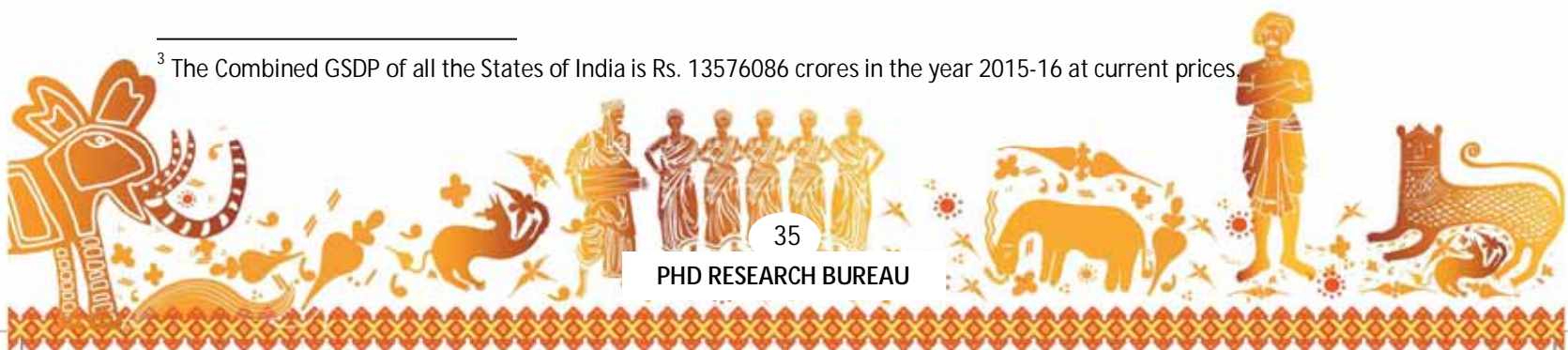
There are 15 National Highways (NH) running through Jharkhand. The total length of National Highway (NH) is 2,653.64 km and railway lines in the state is 2,181.93 km. Several airstrips have been established at Jamshedpur, Dumka, Dhanbad, Bokaro, Giridih, Deoghar, Hazaribagh, Daltonganj and Noamundi. The State has successfully achieved 93% village electrification by providing electricity to 27,462 villages out of a total of 29,492 villages.

The tourism sector is an important source of income generation, and socio-economic development. It acts as a key economic driver in boosting the economy of the state. Jharkhand is emerging as one of the preferred tourist destination in the country as the state is blessed with rich cultural and natural resources. The state is famous for its wildlife, adventure, mining, spiritual, rural and eco-tourism across the country.

Jharkhand has been chosen as a Theme state for the 31st Surajkund International Crafts Mela-2017. The Mela provides a rare opportunity to the Theme state to showcase its handicrafts, handlooms, performing arts, cuisine and its tourist potential to a vast cross-section of people. The theme state gets a chance to highlight itself in totality from its architecture to fine arts and crafts.

Going ahead, Jharkhand's diverse crafts and dance forms are offering a veritable treat for visitors. The visitors are getting an opportunity to witness Jharkhand's rich culture, tradition and exclusive artifacts' made by the artisans that are in great demand throughout the world.

³ The Combined GSDP of all the States of India is Rs. 13576086 crores in the year 2015-16 at current prices.



PHD Chamber of Commerce and Industry

PHD Chamber of Commerce & Industry, a leading Industry Chamber of India, ever since its inception in 1905, has been an active participant in the India Growth Story through its Advocacy Role for the Policy Makers and Regulators of the Country. Regular interactions, Seminars, Conference and Conclaves allow healthy and constructive discussions between the Government, Industry and International Agencies bringing out the Vitals for Growth.



As a true representative of the Industry with a large membership base of 48000 direct and indirect members, PHD Chamber has forged ahead leveraging its legacy with the Industry knowledge across sectors (58 Industry verticals being covered through Expert Committees), a deep understanding of the Economy at large and the populace at the micro level.

At a Global level Chamber has been working with the Embassies and High Commissions in India to bring in the International Best Practices and Business Opportunities. A staunch believer in strength of the Indian Industry and MSME segment, Chamber has mobilized tie-ups with a network of 60 world-wide chambers of commerce for allowing a one-to-one interaction between the industry and government peers across the borders.

PHD represents the interests of all local, national, regional, bilateral and transnational industry and provides a platform for exchange to better serve and promote SME members worldwide.

It is more than just an organization of the business community, as it lives by the chosen motto 'In Community's Life & Part of It' and contributes significantly to socio-economic development and capacity building in several fields. PHD Chamber produces well researched background and policy papers on topical issues to initiate informed debate and discussion. Industrial Development, Health, Education & Skill development, Housing, Infrastructure, Agriculture & Agri-business and Digital India are the seven key thrust areas of the Chamber.



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We would like to place on record our sincere thanks to **Mr. Hariom Kuthwaria**, Graphic Designer, PHD Chamber who collaborated in producing this study.



State Development Council of PHD Chamber of Commerce and Industry

State Development council was reconstituted with Mr. Sharad Jaipuria as Chairman. The council acts as the interface between the Chamber and the various states. The council is headed by Mr. Rohit Kumar, Director, States, PHD Chamber of Commerce and Industry.



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PHD Chamber



Shri Saurabh Sanyal
Secretary General
PHD Chamber



Shri Rohit Kumar
Director, States &
State Development Council
PHD Chamber

- a. Objectives of State Development Council
 - i. To emerge as a 'think tank' that will provide the Secretariat at the HO and the State level strategic advice on identified key areas.
 - ii. To help evolve a shared vision of priorities recognizing that strong states make a strong nation.
 - iii. To create a knowledge, innovation and entrepreneurial support system through a collaborative group of international experts, practitioners and partners to accelerate the implementation of the development agenda of the states.
- b. Identifying a thrust area for every state in the domain of industrial development of the state by interaction at the top most level of the state.
- c. SDC identifies the single biggest industry in the states under the ambit of PHDCCI and focus of working of SDC for that state is on strengthening this sector with value addition in the form of various activities and research based advocacy which is based on the concerned state's plan and focus in the sector.
- d. Each state office identifies its core industry/ thrust area of the state through an in-depth study of the industrial scenario of the state. Sourcing government projects / programs in that particular area is also one of the prime objectives.
- e. As a pilot project, the thrust area / sector of a state could be identified and a report should be prepared by the secretariat for further study and guidance of the SDC.
- f. The size of SDC is of 7 to 8 people. Apart from the Chamber leadership and the Chairman, SDC, 2-3 people of eminence from different fields (even non – members) are also welcomed to be part of the SDC.
- g. The Research Bureau of PHD Chamber led by Dr. S P Sharma, Chief Economist, also plays an integral role in the activities of the Council.



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PHD Research Bureau

PHD Research Bureau; the research arm of the PHD Chamber of Commerce and Industry was constituted in 2010 with the objective to review the economic situation and policy developments at sub-national, national and international levels and comment on them in order to update the members from time to time, to present suitable memoranda to the government as and when required, to prepare State Profiles and to conduct thematic research studies on various socio-economic and business developments. The Research Bureau has been instrumental in forecasting various lead economic indicators national and sub-national. Many of its research reports have been widely covered by media and leading business newspapers.

Research Activities	Comments on Economic Developments	Newsletters	Consultancy
<ul style="list-style-type: none"> Research Studies 	<ul style="list-style-type: none"> Macro Economy 	<ul style="list-style-type: none"> Economic Affairs Newsletter (EAC) 	<ul style="list-style-type: none"> Trade & Inv. Facilitation Services (TIFS)
<ul style="list-style-type: none"> State Profiles 	<ul style="list-style-type: none"> States Development 	<ul style="list-style-type: none"> Economic & Business Outlook (EBO) 	<ul style="list-style-type: none"> Business Research Consultancy
<ul style="list-style-type: none"> Impact Assessments 	<ul style="list-style-type: none"> Infrastructure 	<ul style="list-style-type: none"> Global Economic Monitor (GEM) 	<ul style="list-style-type: none"> Investment Advisory Services
<ul style="list-style-type: none"> Thematic Research Reports 	<ul style="list-style-type: none"> Foreign exchange market 	<ul style="list-style-type: none"> Trade & Inv. Facilitator (TIF) 	
<ul style="list-style-type: none"> Releases on Economic Developments 	<ul style="list-style-type: none"> Global Economy & International Trade 	<ul style="list-style-type: none"> State Development Monitor (SDM) 	



Studies Undertaken by PHD Research Bureau

A: Thematic research reports

1. Comparative study on power situation in Northern and Central states of India (September 2011)
2. Economic Analysis of State (October 2011)
3. Growth Prospects of the Indian Economy, Vision 2021 (December 2011)
4. Budget 2012-13: Move Towards Consolidation (March 2012)
5. Emerging Trends in Exchange Rate Volatility (Apr 2012)
6. The Indian Direct Selling Industry Annual Survey 2010-11 (May 2012)
7. Global Economic Challenges: Implications for India (May 2012)
8. India Agronomics: An Agriculture Economy Update (August 2012)
9. Reforms to Push Growth on High Road (September 2012)
10. The Indian Direct Selling Industry Annual Survey 2011-12: Beating Slowdown (March 2013)
11. Budget 2013-14: Moving on reforms (March 2013)
12. India- Africa Promise Diverse Opportunities (November 2013)
13. India- Africa Promise Diverse Opportunities: Suggestions Report (November 2013)
14. Annual survey of Indian Direct Selling Industry-2012-13 (December 2013)
15. Imperatives for Double Digit Growth (December 2013)
16. Women Safety in Delhi: Issues and Challenges to Employment (March 2014)
17. Emerging Contours in the MSME sector of Uttarakhand (April 2014)
18. Roadmap for New Government (May 2014)
19. Youth Economics (May 2014)
20. Economy on the Eve of Union Budget 2014-15 (July 2014)
21. Budget 2014-15: Promise of Progress (July 2014)
22. Agronomics 2014: Impact on economic growth and inflation (August 2014)
23. 100 Days of new Government (September 2014)
24. Make in India: Bolstering Manufacturing Sector (October 2014)
25. The Indian Direct Selling Industry Annual Survey 2013-14 (November 2014)
26. Participated in a survey to audit SEZs in India with CAG Office of India (November 2014)
27. Role of MSMEs in Make in India with reference to Ease of Doing Business in Ghaziabad (Nov 2014)
28. Exploring Prospects for Make in India and Made in India: A Study (January 2015)
29. SEZs in India: Criss-Cross Concerns (February 2015)
30. Socio-Economic Impact of Check Dams in Sikar District of Rajasthan (February 2015)
31. India - USA Economic Relations (February 2015)
32. Economy on the Eve of Union Budget 2015-16 (February 2015)
33. Budget Analysis (2015-16)
34. Druzhba-Dosti: India's Trade Opportunities with Russia (April 2015)
35. Impact of Labour Reforms on Industry in Rajasthan: A survey study (July 2015)
36. Progress of Make in India (September 2015)
37. Grown Diamonds, A Sunrise Industry in India: Prospects for Economic Growth (November 2015)
38. Annual survey of Indian Direct Selling Industry 2014-15 (December 2015)
39. India's Foreign Trade Policy Environment Past, Present and Future (December 2015)
40. Revisiting the emerging economic powers as drivers in promoting global economic growth (February 2016)
41. Budget Analysis 2016-17 (February 2016)
42. Bolstering MSMEs for Make in India with special focus on CSR (March 2016)
43. BREXIT impact on Indian Economy (July 2016)
44. India's Exports Outlook (August 2016)
45. Ease of Doing Business among Indian states: Suggestive Measures (September 2016)
46. Transforming India through Make in India, Skill India and Digital India (November 2016)
47. Impact of Demonetization on Economy, Businesses and People (January 2017)
48. Economy on the eve of Budget 2017-18 (January 2017)
49. Budget Analysis 2017-18 (February 2017)

B: State profiles

50. Rajasthan: The State Profile (April 2011)
51. Uttarakhand: The State Profile (June 2011)
52. Punjab: The State Profile (November 2011)
53. J&K: The State Profile (December 2011)
54. Uttar Pradesh: The State Profile (December 2011)
55. Bihar: The State Profile (June 2012)
56. Himachal Pradesh: The State Profile (June 2012)
57. Madhya Pradesh: The State Profile (August 2012)
58. Resurgent Bihar (April 2013)
59. Life ahead for Uttarakhand (August 2013)
60. Punjab: The State Profile (February 2014)
61. Haryana: Bolstering Industrialization (May 2015)
62. Progressive Uttar Pradesh: Building Uttar Pradesh of Tomorrow (August 2015)
63. Suggestions for Progressive Uttar Pradesh (August 2015)
64. State profile of Telangana- The dynamic state of India (April 2016)
65. Smart Infrastructure Summit 2016- Transforming Uttar Pradesh (August 2016)



Notes



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