



## PHARMACEUTICALS EXPORT PROMOTION COUNCIL

(Set up by Ministry of Commerce, Govt. of India)

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### **Pharming Success, Baddi-Barotiwala-Nalagarh is one of the largest pharma manufacturing hub in the northern region.**

**B**addi-Barotiwala-Nalagarh, an area synonymous with the industrious growth of Himachal Pradesh, has a huge concentration of pharmaceutical industries. An estimated 543 small and large pharmaceutical units make it one of the largest pharmaceutical manufacturing hubs in the northern region. However, the industry settled here does not only have pharmaceutical majors manufacturing but also manufacturing units of large FMCG and textile players such as Hindustal Unilever and Vardhman Industries.

Apart from the industry, the area situated barely an hour's distance from Chandigarh at the beginning of the hill state of Himachal Pradesh, has off late caught the fancy of the hospitality industry. International chains such as Best Western have created their presence sensing the large number of business tourists and expats that head for the region from Chandigarh every day. With no five star hotels in the vicinity apart from Chandigarh, these chains would benefit from the first mover advantage and the number of business tourists increasing year on year.

With the Ministry of Commerce recommending extension of the tax concessions till 2013, industry across India and the region will be hopeful of this area attracting more investment and manufacturing units.

The biggest challenge, however, remains environmental degradation and high levels of pollution due to rapid industrialization apart

from crumbling infrastructure.

The state seems to have got the latter by its horns though environment will take a longer time to be addressed. The state government has created the Baddi Barrotiwala Nalagarh Development Authority (BBNDA) that could prove to be the answer to all infrastructure problems of the industrial area. The authority and the Centre for Environment Planning and Technology, Ahmedabad have prepared a master plan that could quench the craving for development of infrastructure.

An 'in-principle approval was given to the plan in August 2008 by the Himachal Pradesh Cabinet. BBNDA chief executive officer Mamta Chowdhary says, "The final master plan will incorporate the amended Town and Country Planning Act."

As per the new act and master plan, new units would come up in the Nalagrah area and premium FAR would be given on payment basis as per the government relaxations allowed. "Ten-storey buildings, housing projects - for units larger than 4,000 sq m - are some of the proposed changes in the new plan. We have got a commitment from Ministry of Commerce that required funds would be disbursed without loss of time," adds Chowdhary.

Baddi-Barotiwala-Nalagarh Industries Association advisor Deepak Bhandari who had in November submitted a proposal to the chief ministers of Punjab and Himachal Pradesh to better the road services connecting Baddi

and Pinjore says that there is still a lot the government and the nodal body named Baddi-Barotiwala-Nalagarh-Development Authority must do. "Poor infrastructure has stagnated development of the industrial area. The authority had got Rs 20 crore which was consumed in creating 20 km of connecting roads between the Baddi and Nalagarh areas. A master plan was to come out which has got cleared but the industry needs around Rs 200 crore for real development," asserts Bhandari.

Signs of development have however begun appearing. A tehsil headquarters has come up from where registrations and other proposals of company expansion in the area would be done. Earlier these procedures used to take longer getting stuck in paperwork with the Town and Country Planning department.

A bus stand in the area has come up and a land for a waste management site has been given to the industry. The Shivalik Solid Waste Management System, on the lines of one coming up in Punjab, will be another milestone for the industry with more than 200 medium and large scale units and around 800 small scale units operational.

The plan, envisioned to draw the blueprint for the development of the area as an urban hub, earmarks the zones for industrial, residential, institutional, commercial development and common facilities like roads, drainage, green parks etc.

*By Gulveen Aulakh*