



सत्यमेव जयते

**Government of India
Ministry of MSME**

Brief Industrial Profile of Jalore District

2015-16



सूक्ष्म, लघु एवं मध्यम उद्यम
MICRO, SMALL & MEDIUM ENTERPRISES

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FOREWORD

District Industrial Potential Report of Jalore-Rajasthan is prepared by this institute under its action plan target for the year 2015-16. The information on material resources, Administrative set up, details about PSUs, Clusters situated in the district, potential for new MSMEs are embedded in this document. The Objective of this report is to expose the resource base, studying industrial scenario of the district, for the benefits of all budding/existing entrepreneurs.

I commend the efforts of Sh. M.R.Sonwal , Assistant Director in preparing this District Profile. The District profile has been prepared on the information gathered from various Govt. departments and secondary data supplied by them. I extend my thanks to all those departments for their useful contribution in bringing out this document.

(M.K. Saraswat)

Director

Date- 13/06/2016

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Brief Industrial Profile of Jalore District

1. General Characteristics of the District

In South West of Rajasthan Jalore District is located in the peripheries of sky high Swarn giri fort forming fish shape having a vast expanse of 10640 sq.km. According to historical believes it was called as 'Drumkulya' the northern part of southern Ocean. Being frightened from the 'fire bow' of Lord Rama sea accepted to build a bridge on it then he fired this infallible bow here leaving desertous landmass. During Dwapara age this landmass was known as 'Maru Dhanwa' consequently Marudhar and Marwar being the acceptable changes in name.

Jalore's old name was Jabalipur being the sacred glove of Mahirishi Jabali. By the passage of time the name of mountain Kanchangiri & Swarn giri were also frequently used as names of Jalore. It is clear from Kuvalyamana of Udhyothan suri that in 8th Century A.D. it was a prosperous town. At that time Pratihara king Vatsa Raja was the ruler. Towards the end of 12th Century A.D. Parmars ruled here. Historians believe that the Jalore fort was built by Parmar rulers. It is known from a stone inscription of 1238 A.D. of fort that Parmar King Biral's-queen Maludevi powered Gold win on Sindhu King. At that time from Abut to Umarkot all landmass was ruled by Parmar dynasty Chandan, Devraj, Aparajit, Vijjal, Dhasavarsh and Vishal ascended the throne.

After A.D. 1164 Kumarpal rules here. Nadol king Arhan's youngest son kirtipal started chouhan tradition in Jalore.

Samarsingh ascended after kirtipal. After him Uday Singh like his father also captured Nadol & Mandore from Mohammedans. Thereafter Chagidev land Samant Singh became rulers upon whose vallant son great poet Padmanabhan had

written an epic named “Kanhad Prabandh”. In this epic there is fantastic elaboration of war between Kanhad Dev king Alaudin Khilji.

Fort at mountain Swarn giri provided name to the lineage of Chouhan's as Songara Chouhan. According to a general belief the place got its name for the heavy presence of Jal tree here.

Rathore king Rao Maldev ruled the fort of Jalore in 15th Century. During Akbar's rule Abdul Rahim Khan Khana took it infinitely from Gazni Khan. King Jehangir built the walls of the fort. After the death of Aurangzeb it permanently became a part of Jodhpur.

It is said with relation to Viram & Firoza that the Badshah King invited Viram for a game of “Veniti” with ‘Panju Wrestler’. After defeating the wrestler Princess Firoza fell in love with Viram and she sent proposal of marriage, which Viram rejected. Getting angry with this Badshah King surrounded the whole Jalore with his soldiers.

This son Viram Dev of Jalore is its greatest of heroes and left behind sweet memories. Hundreds of Rajput Braves have given life for their country, religion and pride. Brave women have put themselves alive into fire.

1.1 Location & Geographical Area.

Jalore is located in the South West part of Rajasthan. 24.48" 5' Northern latitude to 25.48" 37' Northern latitude and 71.7' eastern longitude to mid of 75.5" 53' eastern longitude. The total area of the district is 10,564.44 Sq. Kilo meters which is 3.11% of the State 13th place is acquired in respect of area. The North Western border is shared with Barmer, North Eastern boundary is shared with Pali, towards South East Sirohi holds its position and in south the ambit of Gujarat comes into force.

1.2 Topography

In respect of its geological formation most part is formed of fourth century modern century deposits. These deposits could be seen in Grid pattern formed by sand (Balu), new alluvial and old alluvial Soils.

In Bhinmal Teshil's South Eastern part Jaswantpur highest mountains of the district are situated. the highest peak is Sundha (991) meters 3252 feet. It has the glory of being the highest peak in district.

Whole district is a part of the Luni Basin . Therefore Luni and its tributaries Jawai, Sukdi, Khari, Bandi and Sagi rivers form the flow of network.

1.3 Availability of Minerals.

S .no.	Name of Mineral	Production (in MT)
1	Granite Block	622951
2	Kankar bajari	380
3	Masonry stone	757
4	Gypsum	70000
5	Jaspar	470

1.4 FOREST

FOREST :(Sq.Km.) (2015-16)

S.N.	TYPE OF FOREST AREA	TOTAL AREA
1	Reserved forest	122.23
2	Protected forest	298.05
3	Unclassified forest	32.32
	Total	452.60

1.5 ADMINISTRATIVE SETUP:

Subdivision	9	Patwar mandal	274
Tehsil	9	L.R.Circle	32
Sub Tehsil	3		
Development Blocks	8	Revenue Village	793
Census town	3	Villages Inhabited	806
Panchayat Samiti	8	Villages Uninhabited	7
Gram Panchyat	274	Census Villages(as per 2011)	1111

From administrative point of view District Collector Office and various district level offices have been set up in Jalore District headquarter.

2.District at a glance

S.No	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data			
	i) Latitude			24.48" 5' Northern latitude to 25.48" 37' Northern latitude
	ii) Longitude			71.7' eastern longitude to mide of 75.5" 53' eastern longitude
	iii) Geographical Area		Hectares	10,564.44 Sq. Kilometer
(B)	Administrative Units			
	i) Sub divisions		Nos.	9
	ii) Tehsils		Nos	9
	iii) Sub-Tehsil		Nos	3
	iv) Patwar Circle		Nos.	274
	v) Panchayat Simitis		Nos	8
	vi) Nagar Parishad		Nos	1
	vii) Nagar Palika		No.	2
	viii) Gram Panchayats		Nos	274
	ix) Revenue villages		Nos	793
	x) Assembly Area		Nos	5
2	Population			
(A)	Sex-wise			
	i) Male	2011	Nos	936234
	ii) Female	2011	Nos	892096
(B)	Rural Population	2011	Nos	1828730
3	Agriculture			
	Land utilization			
	i) Total Area	2009-10	Hectare	1056602
	ii) Forest cover	2009-10	Hectare	22610
	iii) Non Agriculture Land	2009-10	Hectare	170179
	v) Fellow land	2009-10	Hectare	117532
	vi) Dupaj Land	2009-10	Hectare	172869
	vii) Actual cultivated Area	2009-10	Hectare	651585
	viii) Total cultivated area	2009-10	Hectare	824454
	ix) Total Irrigated Area	2009-10	Hectare	276656
4	Forest			
	(i) Forest	2014-15	Hectare	45260
5	Livestock			
	i) Cattle	2012	Nos.	295839
	ii) Buffaloes	2012	Nos	469162
	iii) Sheep	2012	Nos	385416
	iv) Horses & ponies	2012	Nos.	1927
	v) Goats	2012	Nos.	469540
	vi) Pigs	2012	Nos	743
	vii) Camels	2012	Nos	5114
6	Transportation			
	iv) Railways		Kms	

	i) Length of rail line		Kms	
	V) Roads		Kms	
	a) National Highway		Kms	
	(b) State Highway		Kms	
	(c) Main District Highway		Kms	
	(d) Other district & Rural Roads		Kms	
	(e) Rural road/ Agriculture Marketing Board Roads		Kms	
	(f) Total		Kms	
	VI) Communication			
	(a) Telephone connection	2010-11		24413
	(b) Post offices	2010-11	Nos.	267
	(c) Telegraph office	2010-11	Nos.	65
	(d)Density of Telephone	2010-11	Nos./1000	-
	(e) Density of Telephone	2010-11	No. per KM.	-
	(f) PCO Rural	2010-11	No.	-
	(g) PCO STD	2010-11	No.	-
	(h) Mobile	2010-11	No.	-
	(VII) Public Health			
	(a) Allopathic Hospital	2014-15	No.	1
	(b) Ayurvedic Hospital			70
	(c) Beds in Ayurvedic hospitals		No.	25
	(d) Community health centers		No	11
	(e) Primary health centers		No.	69
	(f) Sub Health Centers			
	(g) Private hospitals		No	394
	(VIII) Banking			
	(a) Commercial Bank		Nos.	71
	(b) RRB(MGB)		Nos.	52
	(c) Co-Operative bank		Nos.	26
	(d) Land development Bank		Nos.	5
	(e) R.F.C.		No.	1
	(f) JCCB		Nos.	12
	(IX) Education			
	(a) Primary school		Nos.	1376
	(b) Middle schools		Nos.	1078
	(c) Secondary & senior secondary schools		Nos.	536
	(d) Colleges		Nos.	10
	(e) Technical (ITI)		Nos.	2

3. INDUSTRIAL SCENERIO OF JALORE

3.1 Industry at a Glance

SR.NO.	Head	Unit	Particulars
1	REGISTERED INDUSTRIAL UNIT		5427
2	TOTAL INDUSTRIAL UNIT		4510
3	REGISTERED MEDIUM & LARGE UNIT		3
4	ESTIMATED AVG. NO. OF DAILY		2158
5	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES		120
6	NO. OF INDUSTRIAL AREA		6

Jalore is called Granite Capital of Rajasthan, it is famous for its high quality granite. The Granite industry has developed drastically after recession. Granite stone is finished here

In Jalore to help and guide new industrial units District Industry Centre, Rajasthan Finance Corpn(RFC), RIICO, and Raj. Khadi Gramodyog Board offices are established here.

RIICO has developed 4 industrial areas in Jalore District viz Jalore, Bishangadh, Sanchoe and Bhinmal. In Jalore City RIICO has established 3 phase industrial areas. And fourth phase is been proposed at Bagra, 900 Bighaa of land area has been under planning. This area may accommodate nearly 500 new industrial units.

Handloom work is done at Leta, Jelatara, Degaon, Pur, Vodha, Vasandevda, Lalpura, Bhatip, Khara, Gundau.

Bhinmal is famous for its Leather traditional footwear (Juti)

District has only Two Medium Scale Industry, one of them Jalore-Sirohi Milk Cooperative Society Ltd, Raniwara Dairy it produces skimmed milk powder and various milk products, it has 2500 Metric Ton per year and 5 ton per day production capacity.

Jalore has a wide potential in industrial sector that has to be exploited properly. The following industries has a good potential-

Granite based Industry – Arawali mountain range is spread throughout the district giving a wide range of granite stone. District has developed 6 industrial areas. Here nearly 400 granite units working, where colourful granite Tiles of 20 types are produced

Agro Based Industry- Jalore is a agriculture based area, here Mustard (Raida), Tomato, Arandi, Isabgol, Matira Mungfali are produced .These crops are grown in Bhinma, Sayla and Sanchoe area mostly. Here Arandi Oil Mill, Isabgol processing Unit and tomato Ketchup units can be created.

Engineering Units – Due to availability of granite concrete and raw material and availability of labor Iron based mechanical big-small units can be developed. Cement Industry is also feasible here.

Other Industry – Sanchoe tehsil is connected with national highway and nearer to Gujarat state. Here industry and commercial activities can be motivated, gypsum, guar gum etc are available here in ample amounts. Plaster of Paris based industry can be produced here. Guar gum process industry can also be established. Animal husbandry and forest produce are also feasible.

3.2 Main Industrial areas

EXISTING STATUS OF INDUSTRIAL AREAS IN THE DISTRICT

S.No	Name of Industrial area	No of Plots
1	Jalore I,II,III,IV	470
2	Bishanbarh	89
3	Bhinmal	78
4	Sanchor	140

3.3 Year- wise Trend of Units Registered

S. No	Year	No. of Units	Employment (In no.)	Investment (Rs. In Lakh)
1	2011-12	202	694	980.82
2	2012-13	225	532	1130.22
3	2013-14	235	974	3856.39
4	2014-15	122	610	3301.72
5	2015-16(Up to sept. 2015)	46	351	3423.46

Source: Commissioner of Industries, Govt. of Rajasthan

3.4 Large Scale Industries / Public Sector undertakings

There is not a single large scale Industries/public sector under taking present in Jalore Districts

3.5 Major Exportable Item

Granite Slabs and tiles

Embroidery Juti

3.6 Growth Trend

The main item produced in Jalore district are Granite tiles and slabs. This Granite slabs and tile are exporting in Taiwan, China, UAE, USA, Canada, Britain, Japan, Itlay, Indonesiya etc. The jalore is also famous for Embroidery juti. So there is lot of scope of growth of this sector due to availability of raw material and man power

3.7 Vendorisation/ Ancillraisation of the industry

(1) As there are lot of units of granite cutting and polishing so there are lot of scope of cutting tools and Packaging Material Industry in the district.

3.8. Medium Scale Enterprises

S.No	Name of Enterprises	Product name	No of Labour Employed
<u>1</u>	Jalore Sirohi Dugdh utpadak sahkari sangh ,Raniwada	milk powder, ghee ,butter	<u>71</u>
<u>2</u>	Shri Ram Granite Vishan garh Road Jalore	Granite slabs and tiles	<u>35</u>

3.9 Service Enterprises:

- (1) Beauty Palour
- (2) Two and four wheeler service workshop
- (3) computer and mobile phone repair, mentainance, sale & service
- (4) Hotel and Motel
- (5) Tourism
- (6) Cold storage
- (7) Tent house / Event Management
- (8) Transportation
- (9) Design and Development Institute

3.10 Potentials areas for service industry

- (1) Beauty Palour
- (2) Two and four wheeler service workshop
- (3) computer and mobile phone repair, mentainance, sale & service
- (4) Hotel and Motel
- (5) Tourism
- (6) Cold storage
- (7) Tent house / Event Management
- (8) Transportation
- (9)Design and Development Institute

3.11 Potential for new MSMEs

- (1) Dimensional Stone and other value added products
- (2) Plaster of Paris based industry
- (3) Guar gum process industry
- (4) Cement Industry
- (5) Arandi Oil Mill,
- (6) Isabgol processing Unit
- (7) Tomato Ketchup units
- (8) Waste slurry based product etc.
- (9) Leather toys and other fancy items
- (10) Granite handicrafts
- (11) Engg Item and fabrication units
- (12) Packaging materials –Plastic Straps, Corrugated Boxes etc

4 Existing Clusters of Micro & Small Enterprise

S.No.	Name of Products	No. of units	Employments	Places
1.	Leather foot wear (Juti)	1500	5100	Bhinmal, Sanchor,Raniwara
2	Suti Khesla (Cotton handloom)	50	250	Leta
3	Woolen Pattu	60	305	Pur, Voda
4	Granite tiles/slabs	500	4000	Jalore , Bagra

B)Service Sector

Presently , no cluster from service sector exist

Details for Identified cluster

(a) Leather foot wear cluster Bhinmal

1	Principal Products Manufactured in the Cluster	Leather Juti with Embroidery and without Embroidery for ladies and jents
2	Name of the SPV	
3	No. of functional units in the clusters	Total no of Artisan=1500No
4	Turnover of the Clusters	One Crore
5	Value of Exports from the Clusters	Nil
6	Employment in Cluster	5000No
7	Average investment in plant & Machinery	2000Rs Average
8	Major Issues / require ment	Setting up of CFC for new product development
9	Presence of capable institutions	No support institution exist in the cluster
10	Thrust Areas	Technological Up gradation, process improvement
11	Problems & constraints	The main problem of cluster are(1) Non availability of required raw material.(2)Non Availability of advance tool kits(3) Skill up gradation of artisan

Present status of the cluster :- :- The present status of cluster is as under

Diagnostic study Report : Completed in year 2007-08

Soft intervention : Completed in year2011-12

SPV : SPV Formed

CFC : -Free of cost land given by state Govt. to SPV but due to the non consensus among

SPV member, CFC work is with held

(B)Granite Stone cutting and polishing cluster Jalore

1	Principal Products Manufactured in the Cluster	Granite tiles/ slabs
2	Name of the SPV /Association	Granite Association Jalore
3	No. of functional units in the clusters	500No
4	Turnover of the Clusters	1000crore Approx
5	Value of Exports from the Clusters	35 Crore
6	Employment in Cluster	4000No
7	Average investment in plant & Machinery	8-10 Laks for micro and small unit 50-80 Laks for medium unit
8	Major Issues / require ment	There is need of dumping yard for waste disposable and Technology up gradation of cluster unit
9	Presence of capable institutions	Non Availability of capable Institution in the cluster
10	Thrust Areas	Product diversification , Process Improvement
11	Problems & constraints	Waste disposal and alternative usages of waste waste minimization technology up gradation, Unavailability of catalogues and websites.

. Steps to set up MSMEs

Following are the brief description of different agencies for rendering assistance to the entrepreneurs.

S.No.	Type of assistance	Name and address of agencies
1.	MSME Registration/ Udyog Aadhaar Memorandum (UAM)	Online Registration on - http://udyogaadhaar.gov.in
2.	Identification of Project Profiles, Techno-economic and managerial consultancy services, market survey and economic survey reports	MSME-Development Institute, Govt. of India, Ministry of MSME, 22 Godam Industrial Estate, Jaipur www.msmedijaipur.gov.in
3.	Land and Industrial shed	RIICO, Jalore
4.	Financial assistance	RFC & Nationalized Banks
5.	For Raw material under Govt. supply	NSIC, Jaipur http://www.nsic.co.in
6.	Power/ electricity	RVVNL, Jalore
7.	Technical know-how	MSME-Development Institute, Govt. of India, Ministry of MSME, 22 Godam Industrial Estate, Jaipur
8.	Quality & Standard	Bureau of Indian Standards, Jaipur http://www.bis.org.in
9.	Marketing/ Export Assistance	MSME-DI Jaipur, NSIC Jaipur, DGFT, Jaipur
10.	Other Promotional Agencies	DIC Jalore RIICO Jalore RFC
11	Plant and Machinery under hire/purchase basis	NSIC, Jaipur http://www.nsic.co.in

Important contact Nos. District : Jalore

Sr. No.	Office Name	Officer Name & Designation	Contact no.	Email id
1	MSME-DI, Jaipur	M.R.Sonwal Asst. Director	0141-2212098, 9460286785	dcdi.jaipur@dcmsme.gov.in mrsonwal@gmail.com
2	District Industries Center	Sh. K.R. Mehra, General Manager District Industries Centre, Opp. Fateh Granite, Bishangarh Road, JALORE-343001	9460272384, 02973222381	dicjalore1947@yahoo.in
3	Lead District Office	R.S.Bhati, The Lead District Manager SBBJ	9413573835, 02973222387	LEADBANKJALORE@GMAIL.COM
4	District Employment Exchange Office	Employment Officer	02973-223761	
5	Rajasthan Khadi and Village Industries , Jalore	DVIO	07432-231196	

. List of Industry Associations of Jalore

S. No.	Name of Association	Name of President /Secretary
1.	Granite Association RIICO Industrial Area Third Phase Jalore	President -Sh. Lal Singh Rathor 9414151059 Secretary -Sh. Dharmendra Kumar Jain 9414153938 Jaina007@jain@gmail.com
2.	Jila Laghu udyog Snagh JaloreC/O Bhora Engg works Manpura Jalore	Madan Raj Bohra 9414275157
3	Laghu udyog Snagh Bhinmal,Industrial Area, Bhinmal Distt Jalore	Sh. Ramesh Rathi 9414151888 chiragrathi@gmail.com
4.	Laghu udyog Snagh Industrial area ,Sanchoe, Distt.Jalore	Sh Kan Ram Choudhary 9983578754 Glpate1888 @gmail.com

