



**Government of India  
Ministry of MSME**

## **Brief Industrial Profile of Churu District**



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

Carried out by

**MSME-Development Institute**

(Ministry of MSME, Govt. of India,)

22 Godam, Industrial Estate, Jaipur-302006

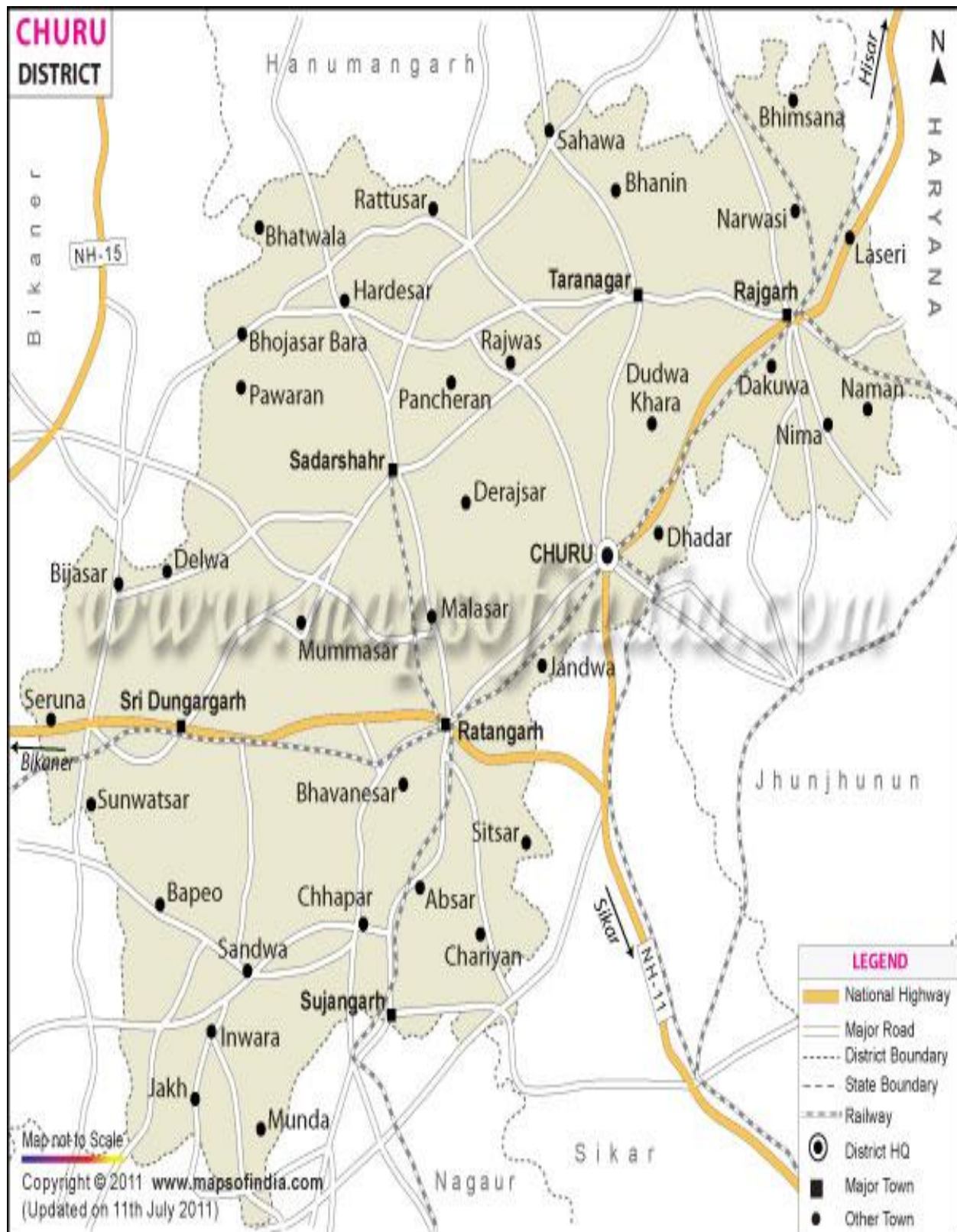
Phone: 0141-2212098, 2213099 Fax: 0141-2210553

E-mail: [dcdi-jaipur@dcmsme.gov.in](mailto:dcdi-jaipur@dcmsme.gov.in)

Web- [www.msmedijaipur.gov.in](http://www.msmedijaipur.gov.in)

## Contents

<b>S. No.</b>	<b>Topic</b>	<b>Page No.</b>
1.	General Characteristics of the District	4
1.1	Location & Geographical Area	5
1.2	Topography	5
1.3	Availability of Minerals.	6
1.4	Forest	6
1.5	Administrative set up	7
2.	District at a glance	7-9
2.1	Existing Status of Industrial Area in the District Churu	10
3.	Industrial Scenario Of Churu	10
3.1	Industry at a Glance	10-11
3.2	Year Wise Trend Of Units Registered	11
3.3	Details Of Existing Micro & Small Enterprises & Artisan Units In The District	12-14
3.4	Large Scale Industries / Public Sector undertakings	14
3.5	Major Exportable Item	14
3.6	Growth Trend	15
3.7	Vendorisation / Ancillarisation of the Industry	15
3.8	Medium Scale Enterprises	15
3.8.1	List of the units in Churu & nearby Area	15
3.8.2	Major Exportable Item	15
3.8.3	Micro Small Enterprises	15-16
3.9	Service Enterprises	16
3.9.1	Potentials areas for service industry	16
3.10	Potential for new MSMEs	17
4.	Existing Clusters of Micro & Small Enterprise	17
4.1	Detail Of Major Clusters	17
4.1.1	Manufacturing Sector	17
4.1.2	Service Sector	18
4.2	Details of Identified cluster	18
4.2.1	Leather Juti Cluster	18-19
4.2.2	Vishvakarma wooden & Stone Technology Development Institute Churu	19-20
4.2.3	Plaster of Paris Cluster	20-21
4.2.4	Papad Bari Cluster	21
4.2. 5	Tie & Die Cluster	22
4.2.6	Handloom Cluster	22-23
5.	General issues raised by industry association during the course of meeting	23-24
6	Steps to set up MSMEs	25
7.	Important Contact Numbers	26



## **Brief Industrial Profile of Churu District**

### **1. General Characteristics of the District**

It is believed that the town was founded by the Jat ruler **Churu** in 1620 A.D and the place was named as Churu after his name in the Jangladesh region of the state. Before it came under the control of Rajputs rulers of Rathore clan. Thakur Maldeo, the grandson of Rao Kandhal or Rawat Kandhal and uncle of Rao Bika, the Rathore Rajputs of Bikaner ruled over the region.

During war of 1871 between Bikaner and Churu, the area came under the dominance of Bikaner. It is said that during the war between both the regions all the weapons made by copper and brass got finished, the Churu Thakur requested all the women population of his town to donate their silver ornaments so that the shells made by silver can be utilized for cannons.

Before independence it was an integral part of Bikaner princely state. In 1948 the district came into existence as a separate state comprising three Tehsils Churu, Taragarh and Rajgarh.

#### **Connectivity:**

**Air:** The nearest Airport is in Jaipur (206 Km.).

**Rail:** Churu district is served by meter gauge lines of Northern and Western Railways.

**Road:** Churu district is well connected by roads with important destinations of the state. The National Highway No.11 (Agra-Bikaner) passes through the district.

## **1.1 Location & Geographical Area.**

Recognized as an entry gate to the great Thar Desert, Churu is located in the desert area of Rajasthan. The district is located in the eastern Rajasthan between 27°24 to 29°00 North latitude and 73 °.40 to 75 °.41 East longitudes. It is bounded by Sri Ganganagar district in the North, by Sikar and Jhunjhunu and Hissar district of Haryana in the East, by Nagaur in the South and in the West by Bikaner. Churu, like an oasis, situated in the middle of the shifting golden sand dunes, opens the gate to the great desert of Thar. The north border is neighbour of Hanumangarh District, east by Haryana state, Jhunjhunu and Sikar districts to the southeast, Nagaur District to the south, and Bikaner District to the west. The total area of the district is 13, 85,898 hectares. It is occupied nearly 4.92 percent of the area of the state and stands eight in respect of area amongst the district of Rajasthan. The district covers 6 Tehsils Churu, Ratangarh, Taranagar, Rajgarh, Sardarshahar, and Sujangarh. The major attractions of Churu district are its Havellies.

## **1.2 Topography**

District Churu is a part of the great Thar Desert. It is covered with a thick mantle of sand, is characterized by 6 to 30 meter longitudinal dunes trending north east to south west. The ground level in the district is about 400 meters above mean sea level the terrain in general is sloping from south to north. There are no big hill in the district except some hillocks. There are no perennial rivers or streams in the district. Wells and ponds are the principal sources of water supply.

The climate of the district is dry desert with large variation in temperature. The minimum and maximum temperature recorded in the district varies from -2°c to 50°c. Relative humidity is generally below 30% except during the brief south east monsoon period when the same rises up to 60% in the district the rainy season usually lasts from July to mid-September and the normal usual rainfall is only 328 mm.

### 1.3 Availability of Minerals

A major part of the area of the district, being thickly covered with sand. Remains hidden from geological observations. But at some places rock exposures have been found both in eastern and western portions. The Delhi super Group of rock is represented by Ajabgarh group covering phyllites. Slate and quartzite. The Malani igneous suite is mainly represented by an effusive phase which comprises phyllites and volcanic tuffs. The Marwar super group is represented by rocks of Jodhpur, Bilara and Nagaur group which include sandstone, shale, limestone, dolomite, anhydrite, gypsum and halite.

Churu is not rich in minerals but they are found at few places. The various mineral deposits are copper, salt, petrel, sand stone, limestone, gypsum etc. But these deposits are very small in size and not of much economic importance.

During 2010-2011 the production of minerals is given in the following table.

**Table 1.3.1**

Production of minerals in Churu District

(Production in M.T.)

S.No.	Minerals	No. of Mining Lease	Production in M.T.
1	Brick Earth	10	147821
2	Masonry Stone	129	2761392
3	Marble	56	86510
4	Sand Stone	25	154329

Source: Office of the Mining Engineer, Bikaner.

### 1.4 FOREST

As mentioned above the district is a part of the Indian Great Thar desert. The district has only 6616 hectare area under the forest which is only 0.46% of the total area of the district. The vegetation cover in the district is almost negligible due to extremes of temperature during winter and summer and scanty rainfall. Established sand dunes inside Grass Reserves of inside areas, free from biotic interference, contain very poor and open forest. Important trees found in the district are Khejara, Kikar, Neem,

Hingotaker, Shisham, Rohira, Bhhui, Phog, Ask, Senia, Thor, Morali, Bura, Lampre, Kucha, Mural etc.

Fox, Blue, Bull, common hare, Jackal porcupine, Bats and Bush rats etc. are found here. The common birds found here are Bulbul, kite, Owl, Pigeon, Sand Grouse, Grey pasctrige, Godavan of Guraha.

## 1.5 Administrative set up.

The Churu district presently composed of Six sub-divisions vis, Churu, Ratangarh, Rajgarh, Sujangarh, Sardarshahar & Taranagar, with a view to have better control and smooth working the sub-division have divided in to six Tehsil and six Panchyat Samities. There are also 10 towns, 857 numbers of inhabited and 55 uninhabited villages in the district.

## 2. District at a glance

S.No	Particular	Year	Unit	Statistics
<b>1</b>	<b>Geographical features</b>			
<b>(A)</b>	<b>Geographical Data</b>	2011-12		
	i) Latitude			27` 24 to 29` 00 North
	ii) Longitude			73 °.40 to 75 °.41 East
	iii) Geographical Area		Hectares	13, 85,898
<b>(B)</b>	<b>Administrative Units</b>	2012		
	i) Sub divisions			06
	ii) Tehsils			06
	iii) Sub-Tehsil			--
	iv) Patwar Circle			265
	v) Panchayat Simitis			06
	vi)Nagar nigam			--
	vii) Nagar parisad			01
	viii) Nagar Palika			09
	ix) Gram Panchayats			249
	x) Revenue villages			912
	xi) Assembly Area			06

<b>2.</b>	<b>Population</b>			
(A)	Sex-wise			
	i) Male	2011		1053375
	ii) Female	2011		987797
(B)	Rural Population	2011		1464691
(C)	Urban Population	2011		576481
<b>3.</b>	<b>Agriculture</b>			
A.	Land utilization			
	i) Total Area	2011-12	Hectare	1385898
	ii) Forest cover	2010-11	"	6616
	iii) Non Agriculture Land	2010-11	"	65849
	v) cultivable Barren land	2010-11	"	103330
<b>4.</b>	<b>Forest</b>			
	(i) Forest	2010-11	Ha.	6616
<b>5.</b>	<b>Livestock &amp; Poultry</b>			
A.	<b>Cattle</b>			
	i) Cows	2007	Nos.	258226
	ii) Buffaloes	2007	Nos.	214725
B.	<b>Other livestock</b>			
	i) Goats	2007	Nos.	919581
	ii) Pigs	2007	Nos.	648
	iii) Dogs & Bitches	2007	Nos.	30957
	<b>(iv) Railways</b>			
	i) Length of rail line	2010-11	Kms	394
	<b>(V) Roads</b>			
	(a) National Highway	2010-11	Kms	186
	(b) State Highway	2010-11	Kms	561
	(c) Main District Highway	2010-11	Kms	344
	(d) Other district & Rural Roads	2010-11	Kms	105
	(e) Rural road/ Agriculture Marketing Board Roads	2010-11	Kms	2885
	(f) Kachacha Road	2010-11	Kms	--
	<b>(VI) Communication</b>			
	(a) Telephone connection	2009-10		47148
	(b) Post offices	2010-11	Nos.	345
	(c) Telephone center	2010-11	Nos.	92
	(d) Density of Telephone	2010-11	Nos./100 0 person	--
	(e) Density of Telephone	2010-11	No. per KM.	--
	(f) PCO Rural	2010-11	Nos.	--



(g) PCO STD	2010-11	Nos.	--
(h) Mobile	2010-11	Nos.	--
<b>(VII) Public Health</b>	2010-11		
(a) Allopathic Hospital		Nos.	13
(b) Beds in Allopathic hospitals		Nos.	1180
(c) Ayurvedic & Unani hospitals		Nos.	116
(d) Beds in Ayurvedic & Unani hospitals		Nos.	37
(e) Community health centers		Nos.	--
(f) Primary health centers		Nos.	59
(g) Dispensaries		Nos.	--
(h) Sub Health Centers		Nos.	381
(i) Private hospitals		Nos.	12
<b>(VIII) Banking commercial</b>	2010-11		
(a) Commercial Bank		Nos.	66
(b) rural Bank		Nos.	49
(c) Co-Operative bank		Nos.	10
(d) PLDB Branches		Nos.	01
<b>(IX) Education</b>	2010-11		
(a) Primary school		Nos.	822
(b) Middle schools		Nos.	871
(c) Secondary & senior secondary schools		Nos.	731
(d) Colleges		Nos.	79
(e) Technical University		Nos.	--

## 2.1 Existing Status of Industrial Areas in the District Churu

(As on 31.07.2012)

S. No.	Name of Ind. Area	Land acquired (In hectare)	Land developed (In hectare)	Prevailing Rate Per Sqm (In Rs.)	No of Plots	No of allotted Plots	No of Vacant Plots	No. of Units in Production
1	Churu	82.56	82.56	300.00	197	191	06	148
2	Sadulpur(Ist & IInd	47.94	47.94	250.00	60	53	07	52
3	Sadulpur IIIRD Phase	72.84	72.84	350.00	69	51	18	--
4	Sujangarh	29.90	29.90	250.00	58	58	00	56
5	Sardharshahar	93.75	93.75	300.00	294	293	01	276
6	Taranagar	62.50	62.50	350.00	83	64	19	01
7	Ratangarh	264.75	264.75	250.00	292	220	72	115
8	Bidasar	83.40	83.40	350.00	167	108	59	--
	<b>Total</b>	<b>737.64</b>	<b>737.64</b>	<b>---</b>	<b>1220</b>	<b>1038</b>	<b>182</b>	<b>648</b>

Source: - RIICO, Churu

## 3. INDUSTRIAL SCENERIO OF DISTRICT CHURU

### 3.1 Industry at a Glance

S. No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	71677
2.	TOTAL INDUSTRIAL UNIT	NO.	82760
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	0
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN MSEs	NO.	304776
5.	EMPLOYMENT IN LARGE AND MEDIUM	NO.	0

	INDUSTRIES		
6.	NO. OF INDUSTRIAL AREA	NO.	08
7.	TURNOVER OF SMALL SCALE IND.	IN LACS	--
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	0

### 3.2 YEAR WISE TREND OF UNITS REGISTERED

(As on 31.03.2011)

YEAR	NUMBER OF REGISTERED UNITS (In Nos.)	EMPLOYMENT (In Nos.)	INVESTMENT (lakh Rs.)
1997-98	4646	17438	4557.68
1998-99	4797	17959	4957.80
1999-2000	4944	18519	5288.80
2000-01	5092	19069	5438.16
2001-2002	4853	17086	4763.88
2002-03	5004	17635	4874.14
2003-04	5160	18207	5027.65
2004-05	5330	19020	5323.17
2005-06	4749	16411	3688.91
2006-07	4976	17703	4966.01
2007-08	5199	18717	5799.14
2008-09	5421	19859	7012.95
2009-10	5643	20877	8037.55
2010-11	5863	21944	9084.33
<b>Total</b>	<b>71677</b>	<b>260444</b>	<b>78820.17</b>

Source: DIC Churu

### 3.3 DETAILS OF EXISTING MICRO & SMALL ENTERPRISES AND ARTISAN UNITS IN THE DISTRICT

However the breakup of the existing Micro & Small Enterprises which are in manufacturing process along with their capital investment, employment generation is given under the table:

TABLE 3.3.1  
**Product Wise List of Industries in Rajasthan up to March  
(AS ON 31-03-2011)**

NIC Code	TYPE OF INDUSTRY	NUMBER OF UNITS (In Nos.)	INVESTMENT (Rs. In Crores)	EMPLOYMENT (In Nos.)
20	Agro based	256	07.21	1057
22	Soda water	--	--	--
23	Cotton textile	378	06.11	1620
24	Woolen, silk & artificial Thread based clothes.	--	--	--
25	Jute & jute based	--	--	--
26	Ready-made garments & embroidery	--	--	--
27	Wood/wooden based furniture	414	24.32	3235
28	Paper & Paper products	--	--	--
29	Leather based	52	01.19	154
30	Rubber, Plastic & petro based	--	--	--
31	Chemical/Chemical based	118	15.32	771
32	Mineral based	276	21.01	2861
33	Metal based (Steel Fab.)	249	06.11	1076
35	Engineering units	--	--	--
36	Electrical machinery and transport equipment	42	01.30	261
97	Repairing & servicing	178	03.74	551
99	Others	75	02.30	380
--	Kachori Making	--	--	--

Source: DIC Churu

## ARTISAN UNIT'S STATUS

The development of cottage, village and artisan units have an important place in the development plans of the state as well as of the country. Such units have been getting inputs through incentives mainly in the form of subsidy from the government and loans at concessional rate of interest from institution like KVIB, RFC etc. Besides the above, the cottage and artisans units are also being facilitated by way of availability of the loan facilities on liberal terms of various schemes of the NABARD and SIDBI through of the channels Regional rural Banks, Commercial Bank, Cooperative Bank etc.

Existing cottage and artisans units in the district includes mainly handloom based, forest based, leather based, livestock based and other items, the product wise concentration of artisans in /Churu district may be seen in the following table:

**TABLE 3.3.2**  
**CONCENTRATION OF ARTISAN UNITS**

S.No.	Products	Area of concentration
1.	Handloom Cloths (Cotton & Woolen)	Bidasar, Salsar Ratangarh Churu Bardasar Rajalidesar etc.
2.	Embroidery & Hosiery	Sujangarh, Navrangpura, Rajaslesar, Sardarshahar, Ratangarh, Churu etc.
3.	Furniture Wooden & Wooden Handicraft	Sardarashar, Ratangarh, Churu etc.
4.	Leather Items Desi juti	Sujangarh, Biddasar, Rajslidesar, Rajgarh, Sardarashar, Ratangarh, Churu, Taranager etc.
5	Earthen Pots	Rajgarh, Chandgothi, Poolasar, Sujangarh, Sahawa Bynya etc.
6	Luhar (Block smith)	Poolasar, Sardarshahar, Bidasar, Sujangarh, Salasar etc.

**TABLE 3.3.3**  
**BREAK UP OF REGISTERED ARTISANS UNIT AS 31-03-11**

S.No.	NIC Code	Broad industries group	No. of units	Investment (In Lacs)	Employ - ments
-------	----------	------------------------	--------------	----------------------	----------------

1	20	Food Products	1	0.35	1
2	21	Food Products	10	2.02	39
3	22	Breweries and Tobacco Products	28	1.44	149
4	23	Cotton Textiles	474	26.42	3342
5	24	Wool, Silk & Synthetic Fiber Textiles	724	54.07	1806
6	25	Jute, hemp& meats Textiles	4	0.08	8
7	26	Hosiery & Garments	529	29.88	947
8	27	Wood Products	496	19.14	820
9	29	Leather Products	1035	44.28	1754
10	31	Chemical & Chemical Products	5	0.76	16
11	32	Mineral Products	219	7.74	549
12	33	Basic Metal Industries	3	0.24	7
13	34	Metal Products	201	3.84	364
14	37	Transport Equipments	1	0.20	4
15	30	Soft Toys	6	0.35	13
16	38	Miscellaneous Manufacturing Ind.	68	7.48	136
17	96	Personal Services	2	1.47	3
18	97	Repairing Services	15	1.45	16
19	99	Painting	4	0.10	4
		<b>Total</b>	<b>3825</b>	<b>201.31</b>	<b>9978</b>

### 3.4 Large Scale Industries / Public Sector undertakings

#### List of the units in Churu & nearby Area

There are no large Scale industries /Public Sector undertaking enterprises in the district Churu.

### 3.5 Major Exportable Item

Nil

### 3.6 Growth Trend

1. In the district wooden Handicrafts industries are showing 10-15% annual growth due to their strategic location and adopt the modernization technology.
2. In the district Guar Gum industries are showing 8-10% annual growth due to their strategic location and adopt the modernization technology.
3. In the district plaster of Paris industries 5-8% growth due to availability of raw material and adopt the modernization technology.

### 3.7 Vendorisation / Ancillarisation of the Industry

The Churu district does not have any ancillary industry.

### 3.8. Medium Scale Enterprises

#### 3.8.1 List of the units in Churu & near By Area

There are no Medium Scale enterprises in the district Churu.

#### 3.8.2 Major Exportable Item

Nil

#### 3.8.3. Micro & Small Enterprises

Micro & Small Enterprises products which have export potential and also being presently exported from the district are handicrafts items like wooden decorative pieces & article, leather jutes, sandal, guar gum, wood items etc. At present eleven enterprises exporting their products directly & indirectly. Details are given in the below table:-

**Table 3.8.3.1**

S. No.	Name of Enterprises	Name of the Export Product
1.	Neel Kanth Polymers, Sardarshahar	Guar Gum
2.	Nolaram Dulichand Dal Mill, Sardarshahar	Guar Gum
3.	Nolaram Surendra Kumar ,	Wooden Handicraft

	Sardarshahar	
4.	Saraf Seasoning Udyog ,Sardarshahar	Wooden Handicraft
5.	Saraf Export, Sardarshahar	Wooden Handicraft
6.	Suraj Export, Sardarshahar	Wooden Handicraft
7.	Suraj Handicraft, Sardarshahar	Wooden Handicraft
8.	Suraj Art Palace, Sardarshahar	Wooden Handicraft
9.	Nikunj Art, Sardarshahar	Wooden Handicraft
10.	Indian Art , Sardarshahar	Wooden Handicraft
11.	Neel Kanth Gum and Chemical, Sardarshahar	Guar Gum Powder

### **3.9 Service Enterprises**

In the district many service enterprises were working like Hotel & Restaurants, laundry, tent house, Auto mobile workshop, Mobile repairing and maintenance, offset printing, printing press, transportation etc.

#### **3.9.1 Potentials areas for service industry**

1. Off Set printing and printing press
2. Hotel and Restaurants
3. Transportation
4. Laundry
5. Video & Photography
6. Motor winding & Pump Repairing
7. Motor Vehicle repairing (Two Wheeler & Four Wheeler etc.)
8. Mobile and Computer Repairing
9. Automobile workshop
10. Cold Storage
11. Photo State Machine
12. Data Processing



### **3.10 Potential for new MSMEs**

1. Pulses Mill
2. Wooden furniture
3. Flour mill/Atta Chakki
4. Steel Fabrication Sheet metal/Fabrication/Engg. Workshop
5. Mineral Water
6. Plaster of Paris
7. Marble Tiles
8. Cement Jali
9. Washing Soap
10. HDEP & PVC Pipes
11. Fiber Cooler
12. Handloom Cloths
13. Deshi Juti
14. Lakh Bangles
15. Earthen Pots
16. Tailoring
17. Papad Bari & Bhujia
18. Masala Grinding
19. Gaur Gam Mill
20. Ice & Ice Candy
21. Steel Furniture

## **4. Existing Clusters of Micro & Small Enterprise**

### **4.1 DETAIL OF MAJOR CLUSTERS**

#### **4.1.1 Manufacturing Sector**

- (1) Leather Juti Cluster
- (2) Wooden & Stone Cluster
- (3) Plaster of Paris Cluster
- (4) Papad Bari Cluster
- (5) Tie & Die Cluster
- (6) Handloom Cluster

#### 4.1.2 Service Sector

Nil

#### 4.2 Details for Identified cluster

##### 4.2.1 Leather Juti Cluster, Churu, Sardarshahar, Sujangarh, Taranagar, Ratangarh & Rajgarh District Churu

1	Principal Products Manufactured in the Cluster	Leather Juti,Chapal
2	Name of the SPV/ Association/ Cluster	Leather Juti Cluster, Churu, Sardarshahar, Sujangarh, Taranagar, Ratangarh & Rajgarh District Churu
3	No. of functional units in the clusters	Appox. 225 Units
4	Turnover of the Clusters	Appox.900 Lakh
5	Value of Exports from the Clusters	No export
6	Employment in Cluster	Direct: 650 Nos. In direct : 150 Nos.
7	Average investment in plant & Machinery	Appox. 5000/- Per unit
8	Major Issues / requirement	Non availability of working capital. Non availability of good quality raw material. Lack of suitable training for new technology, marketing of products, designing of lasted market products, domestic & export marketing etc.
9	Thrust Areas	Technological Up gradation, process improvement of new technology, Quality of products.
10	Problems & constraints	Non availability of marketing facilities. Non availability of skilled workers. Lack of awareness of various financial schemes of govt. and other financial institutes to get financial support.

**Present status of the cluster:** - The cluster has been identified. SPV has not been formed. Cluster entrepreneurs are working traditional pattern and marketing their product at local market.

#### **4.2.2 Vishvakarma Wooden & Stone Technology Development Institute, Churu**

1	Principal Products Manufactured in the Cluster	Wooden Furniture Antique Style ,Racks, Trolly, Table,Bed,Chair,Bxes etc.
2	Name of the SPV /Association/ Cluster	Vishvakarma Wooden & Stone Technology Development Institute, Churu
3	No. of functional units in the clusters	Appox. 95 units
4	Turnover of the Clusters	Appox. 2000 Lakh
5	Value of Exports from the Clusters	Appox. 1460 lakh
6	Employment in Cluster	Direct: 697 Nos. Indirect: 950 Nos.
7	Average investment in plant & Machinery	5 Lacs per Unit 25 Lacs per Unit (with seasoning plant)
8	Major Issues/requirement	Need for Laboratory of Research and Development to the products. Need for training for technology up gradation, designing of product and domestic and export marketing etc. Lack of good quality raw material. High cost of production due to high rate of raw material and accessories and operational losses, inefficiency losses due to unscientific approach.
9	Thrust Areas	Technological Up gradation, process improvement of new technology, Quality of products.
10	Problems & Constraints	Lack of educated and professional work force. Lack of institutional/organized or recognized training centre to produce skilled work force.

		<p>Lack of knowledge about modern technology, design and trends.</p> <p>Absence of modern marketing set up.</p> <p>Lack of knowledge of various financial schemes of govt. and other financial institutes to get financial support.</p> <p>Lack of awareness of social compliance and environmental issues and quality control and standard.</p>
--	--	--

**Present status of the cluster:-.** The Cluster has been identified under MSE-CDP scheme and DSR has already been submitted by the cluster stake holders in the year 2011-12 to the state government. SPV has not been formed. DSR has been approved by the state government office after sent to the central government office approval awaited.

#### **4.2.3 Plaster of Paris Cluster Sardarshahar, Sahwa and Churu**

1	Principal Products Manufactured in the Cluster	Plaster of Paris (Commercial)
2	Name of the SPV/ association /Cluster	Plaster of Paris Cluster Sardarshahar, Sahwa and Churu
3	No. of functional units in the clusters	31 units
4	Turnover of the Clusters	Appox. 1240 Lakh
5	Value of Exports from the Clusters	No export
6	Employment in Cluster	Direct: 1500 Nos. Indirect: 2700 Nos.
7	Average investment in plant & Machinery	20 Lakh
8	Major Issues	Lack of raw material. Lack of fire wood.
9	Thrust Areas	Technological Up gradation, process improvement of new technology, Quality of

		products.
10	Problems & Constraints	Non availability of skilled and unskilled workers.

**Present status of the cluster:-.** The Cluster has been identified. SPV has not been formed. Cluster entrepreneurs are working in indivisibly and marketing their product at local market.

#### **4.2.4 Papad Bari cluster Sardarshahar district Churu**

1	Principal Products Manufactured in the Cluster	Papad, Bari
2	Name of the SPV/ association /Cluster	Papad Bari cluster Sardarshahar
3	No. of functional units in the clusters	Appox. 25 Units
4	Turnover of the Clusters	Appox. 300 Lakh
5	Value of Exports from the Clusters	No Export
6	Employment in Cluster	Direct: 100 Nos. Indirect: 500 Nos.
7	Average investment in plant & Machinery	50,000/- Per Unit
8	Major Issues	Non availability of skilled and unskilled workers. Non availability of marketing facilities. Lack of uniformity of the products.
9	Thrust Areas	Process improvement of new technology of the product.
10	Problems & Constraints	Lack of awareness of modern technology and financial schemes for central govt. and state govt. scheme.

**Present status of the cluster:-.** The Cluster has been identified. SPV has not been formed. Cluster entrepreneurs are working in indivisibly and marketing their product at local market.

#### 4.2.5 Tie & Die Cluster Churu, district Churu

1	Principal Products Manufactured in the Cluster	Tie & Die
2	Name of the SPV/ association /Cluster	Tie & Die Cluster Churu, district Churu
3	No. of functional units in the clusters	Appox. 50 Units
4	Turnover of the Clusters	Appox. 300 Lakh
5	Value of Exports from the Clusters	No Export
6	Employment in Cluster	Direct: 200 Nos. Indirect: 500 Nos.
7	Average investment in plant & Machinery	3,000/- Per Unit
8	Major Issues	Marketing competition with printing press so that made of product cost very high. Mostly Entrepreneurs are uneducated so that providing education facilities and training for especial tie & die ,modernization technology ,marketing and designing of product etc.
9	Problems & Constraints	Cluster areas main problems of water pollution so that providing separate land and building facilities to the cluster entrepreneurs.

**Present status of the cluster:-** The Cluster has been identified. SPV has not been formed. Cluster entrepreneurs are working in indivisibly and traditional pattern. Marketing their product at local market and nearby district areas.

#### 4.2.6 Handloom cluster Dariba district Churu

1	Principal Products Manufactured in the Cluster	Khes, Sowel, Towel and Blankets
2	Name of the SPV/ association /Cluster	Handloom cluster Dariba district Churu
3	No. of functional units in the clusters	Appox. 50 Units
4	Turnover of the Clusters	Appox. 200 Lakh

5	Value of Exports from the Clusters	No Export
6	Employment in Cluster	Direct: 150 Nos. Indirect: 200 Nos.
7	Average investment in plant & Machinery	20,000/- Per Unit
8	Major Issues	Non availability of finance for technological and working capital. Non availability of good quality raw material. Non availability of marketing facilities. Marketing competition with power loom so that made of product cost very high.
9	Thrust Areas	Technological Up gradation, process improvement of new technology, Quality of products.
10	Problems & Constraints	Lack of suitable training for new technology, marketing of products, designing of lasted market products, export marketing etc. Non availability of skilled workers.

**Present status of the cluster:-** The Cluster has been identified under MSE-CDP scheme and the DPR has already been submitted by the cluster stake holders in the year 2011-12 to the state government. SPV had already been formed. The preparation of DPR for setting up of under CFC building already made but need for additional building for setting up of the machinery.

#### **5. General issues raised by industry association during the course of meeting**

1. Providing on line registration EM facilities to the entrepreneurs.
2. Lack of awareness among branch level bankers about the schemes.
3. Bankers avoid accepting the cases under CGTMSE especially for the new entrepreneurs and insisting for the collateral security.
4. Lack of awareness among associations and entrepreneurs about the Govt. Schemes.

5. Handicraft Cluster may be developing in MSE-CDP scheme in the Churu district.
6. Easy processing to the State Government stamp duty subsidies scheme so that taking maximum entrepreneurs benefits to this scheme.
7. Govt. providing electric subsidies to MSEs Entrepreneurs.
8. The main problem of the industries of the UN declaration power cut no limitation period so that Electrical Department may be publishing new of power cut to this areas last one day.

To overcome the problem of shortage of man power required by the industry. Associations were suggested following views:-

1. NAREGA labour can be directed to industries for employment. The Government is providing funds for employment under NAREGA, for 100 days in a year for a person. Youth working in NAREGA can be diverted to industries for employment throughout the year. The industry will provide in house training and suitable employment to such workers @ higher than the NAREGA wages.
2. More Trains may be running in the district.
3. New Industrial areas may be developing in centralized to the district level so that easy coordinating all the activities and developing the infrastructure facilities and solving other relative problems to the industries.



## 6. 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.	Provisional Registration Certificate ( EM-1) & Permanent Registration Certificate ( EM-II)	District Industries Centre, RIICO Industrial Area, Churu
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	MSME-Development Institute,22- Godown, Industrial Estate, Jaipur
3.	Land and Industrial shed	RIICO,Churu
4.	Financial Assistance	RFC, Churu Various commercial Banks
5.	For raw materials under Govt. Supply	RSIC,Udyog Bhawan, Tilak Marg, Jaipur NSIC,Nehru place, Tonk Road, Jaipur
6.	Plant and machinery under hire / purchase basis.	National Small Industries Corp., Nehru place, Tonk Road, Jaipur
7.	Power/ Electricity	Jodhpur Vidyut Vitran Nigam Ltd., Churu
8.	Technical Know – how	MSME-Development Institute,22- Godown, Industrial Estate, Jaipur
9.	Quality & Standard	BIS,Manak Bhawan, Chitranjan Marg, C- Scheme, Jaipur
10.	Marketing /Export Assistance	NSIC,Nehru place, Tonk Road, Jaipur
11.	Other Promotional Agencies	KVIC,Jhalan Dungri, Jaipur DGFT,Udyog Bhawan, Jaipur ECGC,S.C. Road, Jaipur Raj. Pollution Control Board, Jhalana Dungri, Jaipur

## 7. Important Contact Numbers

<b>Name of the officer &amp; Designation</b>	<b>Name of the Department/ Association</b>	<b>Contact Nos.</b>
Sh.Sant Ram ,AD (EI)	MSME-DI, Jaipur	9414784033
Sh. D.K.Dhoot,GM	DIC, Churu	9460565412 01562-250936
Sh.H.P.Gupta, RM	RIICO, Churu	01562-250909
Sh. H.P.Tulsiyan , LDM	BO , Churu	01562-251412
Sh. Badari Narayan Meena , DIO	KVIB, Churu	01562-250936
Sh. Sajan Singh Rathore, Br. Manager,	RFC, Churu	01562-250200
Sh.Surender Prakash Dadhich ,DSO	DSO,Churu	01562-250403
Sh.Ajay Kumar , APRO	PRO, Churu	01562-250905
Sh. Norang Singh Mahala, DEO	DEO, Churu	01562-252021
Sh.Dharmender Budaniya , President	Vishvkarma Udyog Sangh ,Churu	9414084434
Sh. Madan Lal Jangir , President	Yuwa Udyami Sangh ,Sujangarh	9413673141
Sh. Prameshwar Karwa,Sect.		9413192711
Sh. Rajesh Kumar Sureka ,President	RIICO Industrial Sangh, Ratangarh	9414886318
Sh. Manoj Kumar Makar,Sect.		9828369231
Sh. Shankar Lal Premani ,President	Sardarshahar Udyog Sangh,Sardarshahar	9461606622
Sh. Ratan Lal Jangir,Sect.		9413148373
Sh. Banwari Lal Jangir ,President	Sardarshahar Handicrafts Association,Sardarshahar	9414086042
Sh. Kailash Pareek ,Sect.		9461191101
Sh. Jagdish Prasad Bairasariya	RIICO Industrial Sangh ,Sadulpur	9413361937
Sh.Yogender Kumar Rathee,Sect.		9414086955