



सत्यमेव जयते

Government of India
Ministry of MSME

Brief Industrial Profile of Jalore District



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

आयोजक

एमएसएमई—विकास संस्थान

(सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय, भारत सरकार)

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District-Jalore



Brief Industial 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 Udhyan 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 chohan 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 Swarngiri 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 (MT)
1	Granite Block	73894
2	Granite Khanda	16159
3	Masonry stone	476
4	Gypsum	70000
5	Rlopar	280

1.4 FOREST

FOREST :(Sq.Km.) (2005-2006)

S.N.	TYPE OF FOREST AREA	TOTAL AREA
1	Reserved forest	97.33
2	Protected forest	291.74
3	Unclassified forest	34.88

	Total	423.95
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Percentage forest land with respect to total Geographical area : 4.01

1.5 Administrative set up.

ADMINISTRATIVE SETUP:

Subdivision	7	Patwar mandal	281
Tehsil	7	L.R.Circle	32
Sub Tehsil	2		
Development Blocks	8	Revenue Village	802
Census town	3	Villages Inhabited	795
Panchayat Samiti	8	Villages Uninhabited	7
Gram Panchyat	264	Census Villages(as per 2001)	706

POLICE ADMINISTRATION :

JUDICIAL SETUP:

Dy. S. P. Circle	3	District & Session Judge	1
Police Station	15	Additional District & session Judge	2
Dy.S.P. Anti Corruption	1	Civil Judge cum Chief Judicial Magistrate	2
Police Chouki	8	Civil Judge cum Add. Chief Judicial Magistrate	1
Jail	3	Munsiff cum Judicial Magistrate	3
		M.A.C.T. Judge	-

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. Kilo meters
(B)	Administrative Units			
	i) Sub divisions		Nos.	7
	ii) Tehsils		Nos.	7
	iii) Sub-Tehsil		Nos.	2
	iv) Patwar Circle		Nos.	281
	v) Panchayat Simitis		Nos.	8
	vi)Nagar nigam		Nos.	-
	vii) Nagar Palika		Nos.	3
	viii) Gram Panchayats		Nos.	264
	xi) Revenue villages		Nos.	802

	x) Assembly Area		Nos.	5
2.	Population			
(A)	Sex-wise			
	i) Male	2011	Nos.	737880
	ii) Female	2011	Nos.	711060
(B)	Rural Population	2011	Nos.	1338946
3.	Agriculture			
A.	Land utilization			
	i) Total Area	2009-10	Hectare	1056602
	ii) Forest cover	2009-10	“	22610
	iii) Non Agriculture Land	2009-10	“	170179
	v) Fellow land	2009-10	“	117532
	vi) Dupaj Land	2009-10	“	172869
	vii) Actual cultivated Area	2009-10	“	651585
	viii) Total cultivated area	2009-10		824454
	ix) Total Irrigated Area	2009-10		276656
4.	Forest			
	(i) Forest	2010-11	Ha.	22610
5.	Livestock & Poultry			
A.	Cattle			
	i) Cattle	2007	Nos.	293509
	ii) Buffaloes	2007	Nos.	411694
	iii) Sheep	2007	Nos	630531
	iv) Horses & ponies	2007	Nos	1652
B.	Other livestock			

	i) Goats	2007	Nos.	547858
	ii) Pigs	2007	Nos.	2910
	iii) Camels	2007	Nos.	8177
	iv) Railways			
	i) Length of rail line	2010-11	Kms	-
	V) Roads			
	(a) National Highway	2010-11	Kms	38.10
	(b) State Highway	2010-11	Kms	261.00
	(c) Main District Highway	2010-11	Kms	261.00
	(d) Other district & Rural Roads	2010-11	Kms	311.4
	(e) Rural road/ Agriculture Marketing Board Roads	2010-11	Kms	2588.8
	(f) Total	2010-11	Kms	3460.3
	(VI) Communication			
	(a) Telephone connection	2010-11		24413
	(b) Post offices	2010-11	Nos.	268
	(c) Telegraph office	2010-11	Nos.	6
	(d) Density of Telephone	2010-11	Nos./1000 person	-
	(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	2010-11	No.	1
	(b) Ayurvedic Hospital			3
	(c) Beds in Ayurvedic hospitals			25
	(d) Community health centers			8
	(e) Primary health centers			53
	(f) Sub Health Centers			394
	(g) Private hospitals			12
	(VIII) Banking commercial			
	(a) Commercial Bank		Nos.	35
	(b) RRB(MGB)		Nos.	37
	(c) Co-Operative bank		Nos.	12
	(d) Land development bank		Nos.	5
	(e) R.F.C.		Nos	1
	(f) Kisan credit card			23776
	(g) ICIC, KVIVB Nagrik bank			12
	(IX) Education			
	(a) Primary school		Nos.	1609
	(b) Middle schools		Nos.	952
	(c) Secondary & senior secondary schools		Nos.	419
	(d) Colleges		Nos.	5
	(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	NO.	530
2.	TOTAL INDUSTRIAL UNIT	NO.	4510
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	2
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NO.	2648
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	120
6.	NO. OF INDUSTRIAL AREA	NO.	6
7.	TURNOVER OF SMALL SCALE IND.	IN LACS	
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	

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 Plot
1	Jalore First phase	103
2	Jalore second phase	70
3	Jalore Third phase	272
4	Vishan garh	66
5	Bhinmal	46
6	Sanchor	98

3.3 YEAR WISE TREND OF UNITS REGISTERED

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
	2011-12	202	694	980.82

3.4 DETAILS OF EXISTING SME AND ARTISAN UNITS IN THE DISTRICT

S.no..	Classification	NO.
1	Mineral based Industry	460
2	Agriculture based industry	260
3	Engg. and Metal based Industry	471
4	Forest based industry	533
5	Leather based industry	1883
6	Handloom based	269
7	Misc	634

3.5 Large Scale Industries / Public Sector undertakings

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

3.6 Major Exportable Item

Granite Slabs and tiles

Embroidery Juti

3.7 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

3.8 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.

3.9. Medium Scale Enterprises

S.No.	Name of Enterprises	Product name	No of Labour Employed
1	Jalore Sirohi Dugdh utpadak sahkari sangh Raniwada	milk powder, ghee butter	89
2	shri ram granite Vishan garh Road Jalore	Granite slabs and tiles	31

3.10 Service Enterprises:

- (!) Beauty Palour
- (2) Two and four wheeler service workshop

3.11 Potentials areas for service industry

- (1) DTP Screen printing
- (2) Two and four wheeler service work shop
- (3) Printing press
- (4) Beauty care
- (5) Design and Development Institute

3.12 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

4.1 DETAIL OF MAJOR CLUSTERS

(A) Manufacturing Sector

- (1) Granite cluster Jalore
- (2) Leather foot wear cluster Sanchoe
- (3) Leather foot wear cluster Bhinmal
- (4) Suti Khesla (Cotton handloom) cluster Leta
- (5) Woolen patta Bhavrani

(B) Service Sector

Presently , no cluster from service sector exist

4.2Details 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.

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

- (1) The Latest Stone processing machine /Technology must be incorporated in Credit linked capital subsidy scheme for benefit of granite cluster

8. 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	District Industries Centre, Jalore Govt. of Rajasthan
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
3.	Land and Industrial shed	RIICO, Jalore
4.	Financial assistance	RFC & Nationalized Banks
5.	For Raw material under Govt. supply	NSIC, Jaipur
6.	Power/ electricity	Raj. State electricity Board, 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
9.	Marketing/ Export Assistance	MSME-DI Jaipur, NSIC Jaipur, DIC Jalore
10.	Other Promotional Agencies	DIC Jalore RIICO Jalore RFC

9.Important contact Nos. District : Jalore

1. **MSME-DI Nodal Officer** Sh. Ajay Sharma, Asst. Director
(M.) 9829062337
2. **General Manger DIC** (02973)222381
3. **RIICO**
4. **R.F.C.** (02973) 222434
5. **Pollution Control Board**
6. **K.V.I.B.** (02973)222381
7. **Distt. Employment Officer & PRO** (02973) 223761
8. **Lead Distt. Manager**

: .List of Industry Associations of JALORE

S. No.	Name of Association	Name of President	Name of Secretary
1.	Granite Association RIICO Industrial Area Third Phase Jalore	Sh. Narendra Balu 9414150970	Sh. Mahaveer Kothari 94141 50880
2.	Jila Laghu udyog Snagh JaloreC/O Bhora Engg works Manpura Jalore	Madan raj Bohra 9414275157	
3.	Jila Laghu udyog Snagh Bhinmal,Industrial Area Bhinmal	Sh. Shailesh Devasi 941483570	
4.	Jila Laghu udyog Snagh Industrial area Sanchoe	Sh S.P. singvi 222405	