



**Government of India
Ministry of MSME**

Brief Industrial Profile of Jaisalmer District



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

Carried out by

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District Map



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Brief Industrial Profile of Jaisalmer District

1. General Characteristics of the District

The fort & town of Jaisalmer was founded by Maharawal Jaisal in the year 1156 AD after having shifted his capital from Ludharva (18 Kms away from Jaisalmer) to a safer place. The ruling family of the erstwhile Jaisalmer State belongs to Bhati Clan of Yadu Rajputs of Chandrawasnshi (Lunar) race who claim descent from Lord Krishna, the defied hero who ruled at Dwarka. The historical origin of Bhattis can be inferred from the couplet which says that the Yadu Rajputs ruled and constructed Forts at Kashi, Mathura, Pragvad, Gajni, Bhatner, Digam, Dirwal, Lodurva and ninth in Jaisalmer. (Gajni is in Afghanistan and Dirawal is now in Pakistan).

The present district is largely composed of the former Jaisalmer state, which was among the Rajputana States to go under British protection. The treaty between Maharawal Moolraj-II and the British government of 12th December 1818 guaranteed to the ruler and his posterity the principality of Jaisalmer. Under this treaty the ruler of the State was required to act in subordinate cooperation with the British Government. At the time of Afghan War in 1938-39 the then ruler of the state Maharawal Gaj Singh made excellent fool-proof arrangements for transportation of British troops for which British Government felt grateful to the ruler for timely help and cooperation. In 1844, after the British annexed Sind, the Forts of Shahgarh and Ghotaru, which are formerly belonged to JAISALMER, were restored to the State. In 1949 when Jaisalmer was merged into the state of Rajasthan, there was no important change in the area of the state. On October 6, 1949, the region was given the status of an independent district in Jodhpur division.

1.1 Location & Geographical Area.

District Jaisalmer is located within a rectangle lying between 26°.4' –28°.23' North parallel and 69°.20'-72°.42' east meridians. It is the largest district of Rajasthan and one of the largest in the country, having an area of 38,401 Sq. Kms. The breadth (East-West) of the district is 270 Kms and the length (North-South) is 186 Kms. On the present map, district Jaisalmer is bounded on the north by Bikaner, on the west & south-west by Indian border, on the south by Barmer and Jodhpur, and on the east by Jodhpur and Bikaner Districts. The length of international border attached to District Jaisalmer is 471 Kms.

1.2 Topography

Jaisalmer District, a part of the Great Indian Thar Desert, is sandy, dry and scorched. The terrain around, within a radius of about 60 kms is stony and rocky. The area is barren, undulating with its famous sand dunes and slopes towards the Indus valley and the Runn of Kutch. The soil here is grateful even to a little rain and turns lush green during monsoon. There is no perennial river in the district. The underground water level is very low. Geographically this district is spread over in 38,401 sq. kms which is one of the largest district and almost equal to the state of Kerala.

The general shape of the district is of an irregular polygon of seven sides, the longest axis being 337.96 Kms or 210 miles in length. There are no plateaus in the district because the land is a desert. The area is a sandy plain with few rocky patches and many sand dunes. The district lies in the west of Rajasthan. It is sandy, dry and ill watered, unkind to all forms of life, animal and plant. The ridges usually are parallel to the prevailing direction of the wind. No other part of Rajasthan is as lifeless and forbidding in appearance. The blown sand forms into shifting sand-dunes. The little stationary sand hills in the west are covered with the Phog (*Colligonum Playgonoides*) bushes and those in the east with tufts of long grass.

1.3 Availability of Minerals

The important minerals found in Jaisalmer district are fuller's earth, clay, gypsum, limestone, yellow and red ochre and phosphorite, though fairly large deposits of fuller's earth is also available in the district, its exploitation seems to be of a limited scale near Manda, Nehdai and Ramgarh. While clay occurs at Devikot, Chor, and Mandai gypsum is excavated at Mohangarh. Other important locations where large deposits are expected are Hamirwali, Lakhasan, Lakha, Nokh and Nehdai. Jaisalmer limestone is located at Amarsagar, Moolsagar and near Jaisalmer town after good polish, it can be used as ornamental stones. Chips of these stones are used in mosaic tiles and cement flooring. Red and yellow ochre are found in south and west of Devikot. The availability of phosphorite has been found near Beermania which may prove to be of great value in the manufacture of super phosphate fertilizers. A part of the availability of above stated minerals, the district also possesses very rich patches of petroleum, Oil and gas (POL). The entire Jaisalmer District has been reserved for exploration of S.M.S. grade & cement grade limestone by the state Govt. At present RSMM Ltd. And RSMDC are exploiting limestone at Sanu, near Ramgarh.

PRODUCTION OF MINERAL 2010-11

S. No.	Name of Minerals	Production (in MT) 2010-11
1.	Gypsum	950.996
2.	Siliceous Earth	0.301
3.	Limestone	2110.266
4.	Marble	0.70
5.	Masonry Stone	8.717
6.	Muram/Gravel	7.193
7.	Bajari	0.597
8.	Granite	1.528
9.	Brick Clay	0.221

SOURCE: - DEPT. OF MINES, JAISALMER

1.4 Forest

The forest areas cover only 144.16 km. of land in the district constituting 0.38 percent of the total area of the district. Thus there are negligible forest worth in Jaisalmer district because of the climatic conditions. Hence, the prospects of forest development in the district in the near future seem to be bleak unless a regular water supply is assured.

On account of the prevailing desert conditions in the district, vegetation is very scarce. The vegetation of this area can be included in tropical Tharu forest area. Most of the flowering plants found in the area are shrubs and wild grasses which, however, do not survive for more than a few months after the rains. The main trees found in the district are Babul, Kumats, Neem Jal, Gugul, Ber etc. are prominent others are Neem and Khejri.

1.5 Administrative set up.

Jaisalmer is the largest district (in area) of the Jodhpur Division and administrative control and monitoring of the district is carried out by Collector and District Magistrate, who is the head of District Administration and assisted by one Additional District Magistrate & one ADM (Development) who is CEO, Zila Parishad.

For administration and development, the district is divided into three subdivisions i.e. Jaisalmer, Pokaran and Fatehgarh and three tehsils, i.e. Jaisalmer, Pokaran and Fatehgarh. The developmental activities of the district are being looked after by three Panchayat Samities, i.e. Jaisalmer, Sam and Sankra. There are total 799 revenue villages and 128 Gram panchayats.

District at a glance

S.No	Particular	Year	Unit	Statistics
1.	Geographical features			
(A)	Geographical Data			
	i) Latitude			26°05' to 28' North
	ii) Longitude			69°30' to 70' East
	iii) Geographical Area		Hectare	38,40,100
(B)	Administrative Units			
	i) Sub divisions	2011	Nos.	3
	ii) Tehsils	2011	Nos.	3
	iii) Sub-Tehsil	2011	Nos.	4
	iv) Patwar Circle	2011	Nos.	130
	v) Panchayat Simitis	2011	Nos.	3
	vi) Nagar nigam	2011	Nos.	1
	vii) Nagar Palika	2011	Nos.	2
	viii) Gram Panchayats	2011	Nos.	128
	xi) Revenue villages	2011	Nos.	800
	x) Assembly Area	2011	Nos.	2
2.	Population			
(A)	Sex-wise			
	i) Male	2011	Nos.	2,79,101
	ii) Female	2011	Nos.	2,29,146
(B)	Rural Population	2011	Nos.	4,31,853
3.	Agriculture			
A.	Land utilization			
	i) Total Area	2010-11	Hectare	38,39,154
	ii) Forest cover	2010-11	"	44,577
	iii) Non Agriculture Land	2010-11	"	5,11,152
	iv) Cultivable Barren land	2010-11	"	1,04,071
4.	Forest			
	(i) Forest	2010-11	Hectare	44,577
5.	Livestock & Poultry			
A.	Cattle			
	i) Cows	2007	Nos.	3,59,360
	ii) Buffaloes	2007	Nos.	2,653
B.	Other livestock			
	i) Goats	2007	Nos.	11,32,856

	ii) Pigs	2007	Nos.	713
	iii) Dogs & Bitches	2007	Nos.	11,093
	(iv) Railways			
	i) Length of rail line	2010-11	Kms	125
	(V) Roads			
	(a) National Highway	2010-11	Kms	219
	(b) State Highway	2010-11	Kms	191
	(c) Main District Highway	2010-11	Kms	372
	(d) Other district & Rural Roads	2010-11	Kms	3288.46
	(e) Rural road/ Agriculture Marketing Board Roads	2010-11	Kms	45
	(f) Kachacha Road	2010-11	Kms	442.95
	(VI) Communication			
	(a) Telephone connection	2010-11		14,110
	(b) Post offices	2010-11	Nos.	152
	(c) Telephone center	2010-11	Nos.	35
	(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.	572
	(g) PCO STD	2010-11	Nos.	
	(h) Mobile	2010-11	Nos.	--
	(VII) Public Health			
	(a) Allopathic Hospital	2010-11	Nos.	1
	(b) Beds in Allopathic hospitals		Nos.	450
	(c) Ayurvedic Hospital		Nos.	36
	(d) Beds in Ayurvedic hospitals		Nos.	5
	(e) Unani hospitals		Nos.	--
	(f) Community health centers		Nos.	6
	(g) Primary health centers		Nos.	14
	(h) Dispensaries		Nos.	3
	(i) Sub Health Centers		Nos.	137

	(j) Private hospitals		Nos.	2
	(VIII) Banking commercial			
	(a) Commercial Bank		Nos.	29
	(b) Rural Bank Products		Nos.	13
	(c) Co-Operative bank products		Nos.	8
	(d) PLDB Branches		Nos.	1
	(IX) Education			
	(a) Primary school		Nos.	1058
	(b) Middle schools		Nos.	348
	(c) Secondary & senior secondary schools		Nos.	72
	(d) Colleges		Nos.	3
	(e) Technical University		Nos.	1

2.1 Existing Status of Industrial Areas in the District Jaisalmer

(As on 31.03.2012)

S. No.	Location	Total Area in Acres	Plots Developed	Plots Allotted	Plot Vacant
1.	Industrial Area Jaisalmer	62.44	144	130	14
2.	Industrial Area Pokaran	60.00	108	29	79
3.	Shilp Gram Industrial Area Jaisamer	49.20	Artisan 130 Industrial 223 Comm./Hotels 5 Residential 74	104 69 4 55	26 8 1 19
4.	Industrial Area kishanghat	67.60	94	75	19

SOURCE: RIICO, Jaisalmer

3. INDUSTRIAL SCENERIO OF JAISALMER

3.1 Industry at a Glance

Sr. No.	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NOS.	225
2.	TOTAL INDUSTRIAL UNIT	NOS.	4242
3.	NUMBERS OF MEDIUM & LARGE UNIT	NOS.	NIL
4.	EMPLOYMENT GENERATED IN MSMEs	NOS.	11622
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NOS.	NIL
6.	NO. OF INDUSTRIAL AREA	NOS.	4
7.	TURNOVER OF MSMEs	IN LACS	N.A.
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	NIL

Source: DIC Jaisalmer

3.2 YEAR WISE TREND OF UNITS REGISTERED

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
Up to	1984-85	823	2380	114.50
	1985-86	898	171	24.46
	1986-87	947	135	15.91
	1987-88	980	143	29.85
	1988-89	1013	103	28.25
	1989-90	1046	105	51.46
	1990-91	1083	470	25.68
	1991-92	1121	122	80.97
	1992-93	1164	171	76.94
	1993-94	1208	218	4.16
	1994-95	1256	106	5703.75
	1995-96	1430	226	6981.29
	1996-97	1478	295	6781.29
	1997-98	1614	389	43.81
	1998-99	1758	417	125.41
	1999-2000	1906	436	6698.55
	2000-01	2053	422	103.33
	2001-02	2206	375	49.25
	2002-03	2489	437	193.62
	2003-04	2357	463	97.94
	2004-05	2517	388	126.89
	2005-06	2692	578	265.59
	2006-07 2007-08	3326	1451	730.25
	2008-09	3551	501	118.33
	2009-10	3792	750	30009.88
	2010-11	4017	378	119.20
	2011-12	4242	513	914.14

Source: DIC Jaisamer

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

(As on 31.03.2012)

S. No.	NIC CODE NO.	TYPE OF INDUSTRY	NUMBER OF UNITS	INVESTMENT (Lakh Rs.)	EMPLOYMENT
1.	23	Cotton Textiles	492	664.34	1433
2.	27	Wood Products	447	2186.88	1236
3.	28	Paper Products & Printings	4	15.35	21
4.	29	Leather Products	498	177.34	1122
5.	31	Chemical & Chemical Products	5	18.71	48
6.	—	Agro Based	134	6394.60	438
7.	—	Wood & Wooden Products	132	230.28	397
8.	—	Salt Industries	40	14.51	248
9.	—	Stone Based industries	314	8449.14	1201
10.	—	Gypsum Based industries	8	1421.52	56
11.	01	Others	1946	5977.89	5422
		Total	4020	25550.56	11622

Source: DIC Jaisalmer

3.4 Large Scale Industries / Public Sector undertakings

The district has no large or medium scale industrial units. The only large scale economic activity taking place in the district is the mining of Steel Grade Lime Stone by the Rajasthan State Mines and Minerals Ltd., at Sanu.

3.5 Major Exportable Item

Major exportable items from Jaisalmer are Woolen Carpet, Woolen & Textile items, darry bed sheet, wall hanging, silver ornaments wooden & bras items. Cotton derry handicrafts & embroidery articles, sand stone article & Handicraft article etc

3.6 Growth Trend

At present growth rate is about 1% per year.

3.7 Vendorisation/ Ancilliraisation of the industry

There is no large & medium scale industry in Jaisalmer district, so vendorisation / ancilliraisation is nil

3.8 Medium Scale Enterprises

No any unit of Medium Scale industries at district Jaisalmer.

3.9 Service Enterprises

1. Tourism
2. Hotel Industries
3. Transport (Tourist Taxi Cab)

3.9.1 Potentials areas for service industry

1. Packaged food industry
2. Printing press
3. Backery units
4. Beauty & Herbal Therapy
5. Fashion Designing Institute

3.9.2 Potential for new MSMEs

POTENTIAL INDUSTRIES IN JAISALMER DISTRICT

1. Resource Based Industry

A. Agro Based

1. Oil Mill
2. Gwar Gum Manufacturing
3. Dal Mill

B. Livestock Based

4. Leather Tanning
5. Leather Fancy items
6. Jat-Patti
7. Bone meal Unit
8. Shawls and Blankets

C. Mineral Based

9. Salt Industry
10. Cement Plant
11. Plaster of Paris (POP)
12. Stone Crushing
13. Stone Carving
14. Granite Cutting and Polishing
15. Pottery
16. Hydrated Lime
17. Marble Chips

2. Demand Based

18. Embroidery on Cloth
19. Embroidery on Leather
20. Readymade Garments
21. Surgical Cotton
22. Camel Cart
23. Tyre Retreading
24. Motor Rewinding Workshop
25. Steel Fabrication
26. Wooden Furniture
27. Agricultural Implements
28. Cement Carts
29. Handmade Paper
30. Stone Handicraft Items
31. Hotels
32. Transport (Tourist Taxi Cab)

- 33. Web Designing
- 34. Mineral Water
- 35. Milk Chilling Plant
- 36. Automobile Repairing Workshop
- 37. Hollow blocks

4. Existing Clusters of Micro & Small Enterprise

4.1 DETAIL OF MAJOR CLUSTERS

(A) Manufacturing Sector (Artisan)

- (1) Mitti ke Bartan (Terakota)
- (2) Patthar ki Khudhai
- (3) Glass Embroidery
- (4) Weaving Work
- (5) Wooden Furniture

(B) Service Sector

- (1) Tourism
- (2) Engineering
- (3) Auto Mobiles Ind.

4.2 Details for Identified cluster

No any new cluster identify by the D.I.C. during last five years.

4.2.1 Handicraft Cluster

1	Principal Products Manufactured in the Cluster	Embroidery Work on cloths
2	Name of the SPV / Trade Association	Uramul Sansthan
3	No. of functional units in the clusters	45
4	Turnover of the Clusters	1 Crore
5	Value of Exports from the Clusters	---
6	Employment in Cluster	Direct 300 Indirect 1200
7	Average investment in plant & Machinery	Rs.10,000/-
8	Major Issues / requirement	Non availability of good quality Raw Material
9	Presence of capable institutions	Non existence of capable technical institutions in cluster area.
10	Thrust Areas	Technology upgradation
11	Problems & constraints	a. Non availability of required good quality raw material b. Skill upgradation of artisan c. Non availability of advanced tool kits

Present status of the cluster:- Cluster is under process.

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

1. Lead Bank Officer does not promote MSME units under CGTMSE Scheme.
2. The latest machine/technology must be incorporated in Credit Linked Capital Subsidy Scheme (CLCSS) for benefit of 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	Contact No.
1.	Provisional Registration Certificate (EM-I) & Permanent Registration Certificate (EM-II)	District Industries Center (DIC), Jaisalmer.	02992-251603
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	MSME-Development Institute , 22 Godam Industrial Estate, Jaipur. DIC, Jaisalmer	0141-2213099, 2212098. 02992-251603
3.	Land and Industrial shed	Sr. Regional Manager RIICO, Jaisalmer.	02992-251282
4.	Financial Assistance	Branch Manager, RFC, Jaisalmer Lead Bank Manager, Jaisalmer	02992-251603 02992-
5.	For raw materials under Govt. Supply	Rajasthan State Industries Corporation (RSIC), Udyog Bhawan, Tilak Marg, C-Scheme, Jaipur	0141-5104300
6.	Plant and machinery under hire / purchase basis.	Sr. Branch Manager, National Small Industries Corporation (NSIC), NF / 0 / 2 Nehru Place, Tonk Road, Jaipur 302015 (Rajasthan)	0141- 2742991/ 2742372
7.	Power/ Electricity	XEN, Jodhpur Vidyut Vitran Nigam Ltd., Jaisalmer	02992-252132
8.	Technical Know –how.	MSME-Development Institute , 22 Godam Industrial Estate, Jaipur.	0141-2213099, 2212098.
9.	Quality & Standard	MSME-Testing Station , 22 Godam Industrial Estate, Jaipur. National Test House (NWR) E-763, Road No. 9 F 1, VKIA, Jaipur, Bureau Of Indian Standards (BIS) , Prithavi Raj Road, Opp-Bharat Overseas Bank Limited C-Scheme, Jaipur	0141-2212090 0141-2330074 0141- 2223282/83/84
10.	Marketing /Export Assistance	Director General of Foreign Trade (DGFT) Udyog Bhawan, IIIrd Floor, Tilak Marg, Jaipur	0141-2227604
11.	Other Promotional Agencies	-----	-----

7. Key Contact Person of district

Sl. No.	Name	Office/Dept.	Address	Contact No.
Nodal Officer				
01.	M.C. Mathur, AD (IMT)	MSME-Development Institute, Jaipur	22 Godam Industrial Estate, Jaipur-3002006	0141-2212098, 9460724247
Lead District Manager (LDM)				
02.	Lead District Manager	State Bank of Bikaner & Jaipur (SBBJ)	Lead District Manager SBBJ Lead District Office Shiv Marg, Jaisalmer	02992-252400
Industrial Association				
03.	Sh. Gopal Kishan Mehra(Chairmen)	RIICO ins.acc. Jaisalmer	Industrial Area, Jaisalmer	9414150378
04.	Sh. Girish Vyas(Secretary)	RIICO ins.acc. Jaisalmer	Industrial Area, Jaisalmer	9414149327
05.	Sh.Jugal Kishor Bohra	Pathar Nirman Vyapar Sangh Jaisalmer	Industrial Area, Jaisalmer	9414149374
06.	Sh.Abhay Goyal	Namak Utapadan Sangh Pokaran	Industrial Area, Pokaran	9413363253