



सत्यमेव जयते

**Government of India  
Ministry of MSME**

## **Brief Industrial Profile of Pali District**



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

-:Carried out by:-

### **MSME-Development Institute**

(Ministry of MSME, Govt. of India)

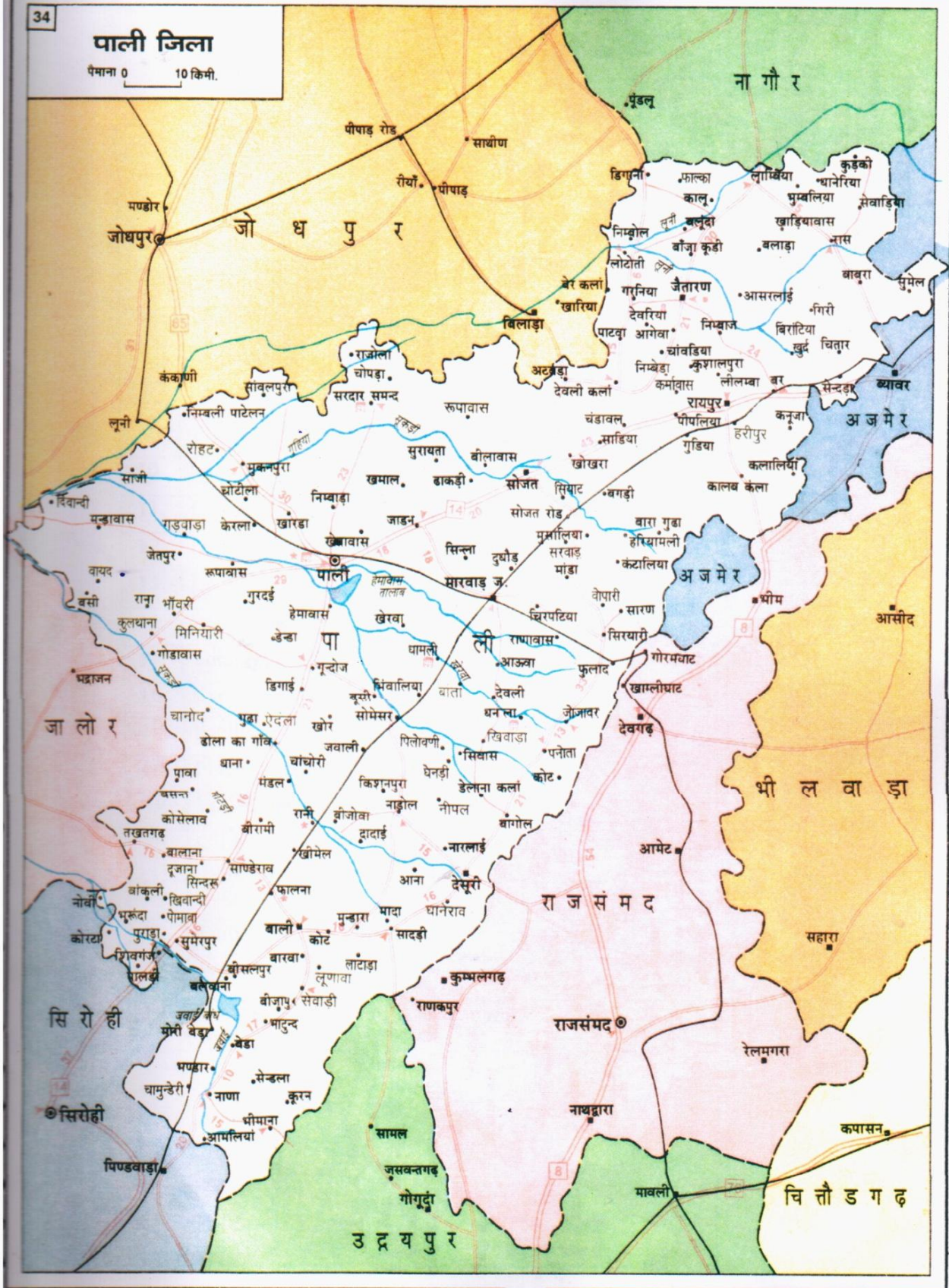
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पाली जिला

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# **Brief Industrial Profile of Pali District**

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

Pali is one of the 33 districts of Rajasthan. Before the formation of Rajasthan this district was a part of Jodhpur State. The district takes its name from the town of Pali which is also headquarter of the district administration. This district has its old age historical presence; In Vedic age Maharashi Javali stayed in this area, for meditation and interpretation of Vedas. As a part of ancient Arbuda Provinces, this area was known as Ball-Desh. During the Kushana Age, King Kanishka had conquered Rohat & Jaitaren area, part of today's Pali District, in 120 AD. The chalukya king Harshvardhan also conquered Bhinmal and other most of the parts of present Rajasthan. As a part of adjoining Mewar region where Rajputs were the ruler, still Pali was ruled by the Brahmins, with the patronage of neighboring Rajput rulers, remained peaceful and progressive.

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

The district is located between 24°45' to 26°75' North latitude and 72°48' to 74°20' East longitudes. It share its boundaries with 8 district of the state; In South west Sirohi & Jalore, in west Barmer; in south east Rajasamand & Udaipur in north Nagore, in North West Jodhpur and in north east Ajmer shares their boundaries with the district.

### **1.2 Topography**

The great Aravali Hills link Pali district with Ajmer, Rajasamand, Udaipur and Sirohi Districts. Famous River Luni and its tributaries flow through pali district. The largest dams of this area Jawai Dam and Saradar Samand Dam are also located in the district. The city is situated at 212 meters above the sea level. Climatic conditions of the Pali district are some different than the other Western Rajasthan. The average maximum temperature recorded as 34.2°C and minimum average temperature is 20°C; whereas the maximum temperature

recorded as 47.8° C and minimum was 1.0°C during last year, average rainfall of the district was 447.4 mm.

### 1.3 Availability of Minerals.

The mineral wealth of the district is largely non metallic. The chemical grade limestone, Quartz, Feldspar and Calcite produced in the district is also known for their quality. Other minerals are Asbestos, Soap stone, Magnesite, Gypsum, Marble and Barytes. The district has substantial resources of Quartz feldspar, Asbestos. Lime Stone, Marble and Granite.

#### PRODUCTION OF MINERAL 2010-11

S.NO.	NAME OF MINERAL	PRODUCTION in MT 2010-2011
<b>MAJOR MINERAL</b>		
1.	Lime Stone	506370.15
<b>MINOR MINERAL</b>		
1.	Lime Stone (Burning Purpose)	16773.90
2.	China Clay & Bal Clay	2429.35
3.	Granite Block	1463.80
4.	Marble Block	1186.35
5.	Reiolite	819.00
6.	Masonary Stone	587.52
7.	Quartz & Feldspar, Mica	194.40

SOURCE:- DEPT. OF MINES & GEOLOGY

### 1.4 Forest

The forest are scattered over a large area, mostly in hills and ridges. Those in plains are grass birds or tree savants. The forests are generally open and poorly stocked except in forest blocks of Desuri range and sadri range. The total forest area under the district is 963.58 Sq. KMs out of that 619.45 Sq. KMs comes under the supervision of Dy. Chief Wild Life Warden, Udaipur. Total 817.37 Sq. KMs of the forest area under reserve category and 143.70 Sq. KMs are under the protected category and remaining 2.51Sq. KMs are unclass. Forest area of the district is 7.77% of the total area of the district. The forest resources are very meager. The requirements of the local people in respect of timber, firewood and other forest produce have been increasing at a faster rate

than the formation of the new forest. The damage done by illegal cutting of the forest is unstoppable.

### **1.5 Administrative Set Up**

The district is divided in nine subdivisions namely Pali, Rohat, Bali, Sojat, Marwar Junction, Jaitaran, Raipur, Sumerpur and Desuri. There are 09 tehsils, 10 Panchayat samities & 357 patwar circles 1052 revenue villages and 320 gram Panchayats for better decentralization of the power. In the district there are 06 assembly seats and 01 parliament seat.

## 2. District at a glance

S.No	Particular	Year	Unit	Statistics
<b>1.</b>	<b>Geographical features</b>			
(A)	Geographical Data			
	i) Latitude			24°45' to 26°75' North
	ii) Longitude			72°48' to 74°20' East
	iii) Geographical Area		Sq. KMs.	12387
(B)	Administrative Units	2011	Nos.	
	i) Sub divisions			9
	ii) Tehsils			9
	iii) Sub-Tehsil			8
	iv) Patwar Circle			357
	v) Panchayat Simitis			10
	vi) Nagar nigam			1
	vii) Nagar Palika			7
	viii) Gram Panchayats			320
	xi) Revenue villages			1052
	x) Assembly Area			6 MLAs & 1MP
<b>2.</b>	<b>Population</b>			
(A)	Sex-wise	2011	Nos.	
	i) Male			1025895
	ii) Female			1012638
(B)	Rural Population			1578682
<b>3.</b>	<b>Agriculture</b>			
A.	Land utilization	2010-11	Hectare	
	i) Total Area			1233079
	ii) Forest cover			86536
	iii) Non Agriculture Land			58485
	iv) cultivable Barren land			43760
<b>4.</b>	<b>Forest</b>			
	(i) Forest	2010-11	Hectare	86536
<b>5.</b>	<b>Livestock &amp; Poultry</b>			
A.	<b>Cattle</b>	2007	Nos.	
	i) Cows			354698
	ii) Buffaloes			315125
B.	<b>Other livestock</b>			
	i) Goats			700183
	ii) Pigs			6505
	iii) Dogs & Bitches			41372
	iv) <b>Railways</b>			
	i) Length of rail line	2010-11	Kms	1232
	V) <b>Roads</b>			



	(a) National Highway	2010-11	Kms	258.70
	(b) State Highway	2010-11	Kms	608.00
	(c) Main District Highway	2010-11	Kms	300.00
	(d) Other district & Rural Roads	2010-11	Kms	3102.02
	(e) Rural road/ Agriculture Marketing Board Roads	2010-11	Kms	408.55
	(f) Kacha Road	2010-11	Kms	--
	<b>(VI) Communication</b>			
	(a) Telephone connection	2010-11	Nos.	89495
	(b) Post offices	2010-11	Nos.	374
	(c) Telephone center	2010-11	Nos.	146
	(d) Density of Telephone	2010-11	Nos./1000 person	43.90
	(e) Density of Telephone	2010-11	No. per KM.	7.22
	(f) PCO Rural	2010-11	No.	1167
	(g) PCO STD	2010-11	No.	1374
	(h) Mobile	2010-11	No.	--
	<b>(VII) Public Health</b>			
	(a) Allopathic Hospital	2010-11	No.	5
	(b) Beds in Allopathic hospitals		No.	600
	(c) Ayurvedic Hospital		No.	6
	(d) Beds in Ayurvedic hospitals		No.	127
	(e) Unani hospitals		No.	7
	(f) Community health centers		No.	13
	(g) Primary health centers		No.	71
	(h) Dispensaries			
	(i) Sub Health Centers		No.	6
	(j) Private hospitals		No.	8
			No.	3
	<b>(VIII) Banking Commercial</b>	2010-11		
	(a) Commercial Bank		Nos.	63
	(b) Rural Bank		Nos.	77
	(c) Co-Operative bank		Nos.	41
	(d) PLDB Branches		Nos.	04
	<b>(IX) Education</b>	2010-11		
	(a) Primary school		Nos.	1164
	(b) Middle schools		Nos.	1408
	(c) Secondary & senior secondary schools		Nos.	507
	(d) Colleges		Nos.	17
	(e) Technical University		Nos.	--
	(f) Professional Educational Institute		Nos.	11



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

(As on 30/06/2012)

S. No.	Name of Ind. Area	Land acquired (In acres)	Land developed (In acres)	Prevailing Rate Per Sqm (In Rs.)	No of Plots	No of allotted Plots	No of Vacant Plots	No. of Units in Production
1	Pali 1 <sup>st</sup> Phase	19.90	18.40	1000/-	71	67	4	40
2	Pali 2 <sup>nd</sup> Phase	78.80	68.19	1000/-	124	124	--	19
3	Mandia Road	360	265.38	1000/-	528	524	4	469
4	Pali 4 <sup>th</sup> Phase	144.65	67	500/-	210	197	13	98
5	Sojat city phase I/II	13.70	11.55	400/-	39	39	--	23
6	Sojat Phase-III	58.60	40.25	400/-	139	129	10	97
7	Marwar Junction	10.41	7.52	150/-	40	40	--	27
8	Sumerpur	64.40	44.20	250/-	148	134	14	78
9	Pipilya Kalan	5.25	4.23		10	9	1	9
10	Industrial Estate, Pali	4.67	2.21	1000/-	38	38	--	24
11	Industrial Estate, sumerpur	26.04	21.78	250/-	70	70	--	51
12	Industrial Area Bar	44.02	16.44	100/-	46	28	18	6
13	Falan-Zadri	128.95	61.30	275/-	308	182	126	1
14	Punayats	228.04	140.50	700/-	333	270	63	89
15	Naya Gaon	284.25	167.69	600/-	448	2	446	-
16	Rabariyawas	875.23	875.23	--	1	1	--	1
	<b>Total</b>	<b>2334.26</b>	<b>1001.81</b>		<b>2553</b>	<b>1854</b>	<b>683</b>	<b>1104</b>

Source:-RM, RIICO, Pali

### 3. INDUSTRIAL SCENERIO OF PALI

#### 3.1 Industry at a Glance

(As on 31/03/2012)

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	13834
2.	TOTAL INDUSTRIAL UNIT	NO.	-
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	06
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NO.	2055
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	5150
6.	NO. OF INDUSTRIAL AREA	NO.	16
7.	TURNOVER OF MICRO & SMALL SCALE IND.	IN LACS	NA
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	NA

Source: DIC Pali

#### 3.2 YEAR WISE TREND OF UNITS REGISTERED

(As on 31/03/2012)

YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT (Nos.)	INVESTMENT (Rs. in lakh )
1984-85	4118	19006	2129.11
1985-86	527	1209	297.25
1986-87	355	1082	269.39
1987-88	275	971	163.30
1988-89	219	996	143.72
1989-90	175	639	143.59
1990-91	155	552	106.82
1991-92	174	482	111.96
1992-93	149	490	68.56
1993-94	123	556	621.58
1994-95	168	838	706.12
1995-96	191	1219	866.38
1996-97	316	762	396.00
1997-98	317	932	642.68
1998-99	353	973	938.53
1999-2000	359	916	1937.80
2000-01	379	484	54.45
2001-02	377	808	244.17

2002-03	378	784	14.64
2003-04	410	1066	385.75
2004-05	452	1473	138.47
2005-06	488	1376	396.44
2006-07	520	1655	797.75
2007-08	571	1822	929.74
2008-09	571	1869	627.53
2009-10	573	2055	1040.52
2010-11	570	1823	3379.96
2011-12	571	1822	1886.54

Source: DIC Pali

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

(MSMEs Registered with the DIC- Pali)

(As on 31/03/2012)

TYPE OF INDUSTRY	NUMBER OF UNITS	INVESTMENT (Rs.in Lakh )	EMPLOYMENT (In Nos.)
Agro based	1340	1429.58	4033
Beverages & tobacco based industry	01	06	12
Textile Industry	1136	3915.40	10297
Handloom (Woolen, silk & artificial Thread based clothes).	235	70.50	470
Wood/wooden based furniture	888	324.83	2446
Paper & Paper products based	06	40.75	42
Leather based	3415	229.71	7641
Rubber, Plastic, Petro & chemical based	224	543.41	823
Mineral based	1507	4466.05	7106
Metal based (Steel Fab.) & non metal based	917	883.14	3692
Machinery & machine tools (Engineering units)	07	91	56
Electrical industry & machinery appliances	04	13.20	24
Transport & equipment	--	--	--
Repairing & servicing	1429	3425	3352
Others (Misc. Manu. Industries)	2481	2747.66	8768

Source: DIC Pali

### **3.4 Large Scale Industries / Public Sector undertakings**

List of the units in District Pali

- |  |  |
|--|--|
| 1. M/s. Ambuja Cement Ltd., Rabariyawas The.- Jaitaran, Pali | Cement                                 |
| 2. M/s. Maharaja Shree Ummed Mills Ltd., Jodhpur Road, Pali  | Fabric Yarn                            |
| 3. M/s. Shree Cement Ltd., Bangur Nagar, Pali                | Cement                                 |
| 4. M/s. Shiv Agro Implements Ltd., Teh.- Falna , Pali        | Rolling Products &<br>Forging Products |
| 5. M/s. Total Vinergy Bitumen India P. Ltd., Rohat, Pali     | Modified<br>Bitualumination            |

### **3.5 Major Exportable Item from large/ medium scale sector**

1. Agriculture Implements
2. Processed Food Products

### **3.6 Growth Trend of the above sector**

As the cement is one of the major component of construction sector which plays important role in economy; There is a vide scope for the cement industry as some new cement industries made a huge investment in this sector. Same as in agriculture implements sector, the existing unit made new investment in the sector shows still there is scope for the new units.

### **3.7 Vendorisation / Ancillarisation of the Industry**

There is a scope for the repair & Maintance works, transportation etc.

### **3.8. Medium Scale Enterprises**

#### **3.8.1 List of the units in Pali**

M/s. P.G. Foils Ltd., Pipiliya Kalan, Pali	Aluminium Foils
--	-----------------

### **3.8.2 Major Exportable Item from medium scale sector**

1. Mehandi
2. Lungies & linen Cloth
3. Guargum
4. Foils
5. Cables & Conductors

### **3.8.3 Growth Trend of the above sector**

In aluminum foils sector the existing unit setup new plant in the district which shows the demand / scope for the new unit. Sojat is famous for its Mehandi; which is another sector.

## **3.9 Service Enterprises**

### **3.9.1 Service Enterprises**

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### **3.9.2 Potentials areas for service industry**

As there are number of large and medium scale industries in the are having good capacity of production, hence there are a scope for the new service industry especially for the cement industry. As there are many textiles and printing units in the district hence there is also scope for the repair & Maintance work of these machines and also scope for the natural color dyer suppliers. To support the looms of the textiles industry there is a need for sizing and wrapping units.

Tourism is another growing sector where new investment is taking place and some major groups is investing in this sector.

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

As in the Jaitaran tehsil of the district is having huge availability of lime stone; raw material for the cement industry, small cement plant could be set up in this area. In the Rohat area there is a scope for mineral based, cattle feed & oil

based industries could be set up. In the village Khutani Gypsum is available in large quantity; hence there is good scope for the Gypsum based units. In Rani area there is a scope for the stone marble, steel furniture, oil based industries. In the Bali area there is potentials for agriculture implements units.

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

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

###### **4.1.1 Manufacturing Sector**

i. Textiles Hand Processor, Pali

###### **4.1.2 Service Sector**

-----

#### **4.2 Details for Identified cluster**

##### **4.2.1 Name of the cluster- Textiles Hand Processor**

1	Principal Products Manufactured in the Cluster	Dyed Cloth & Saree
2	Name of the SPV / Association	Rajasthan Textiles Hand Processor Association, Pali Sh. Rajneesh Karnawat - President
3	No. of functional units in the clusters	600 Nos.
4	Turnover of the Clusters	Rs. 150 Crore (Approximate)
5	Value of Exports from the Clusters	Rs. 10 Crore (Approximate)
6	Employment in Cluster	3000 Nos.
7	Average investment in plant & Machinery	Rs. 50 Lakhs
8	Testing Needs	Presently units tested their product in Ahmadabad, they required a Lab in their access.
9	Major Issues / requirement	PCB consent to operate is the major issue of this sector. Pollution is another issue
10	Access to Export Market	Some of the units exported their product in African & Arabian countries.
11	Thrust Areas	Access to the new market.

**Present status of the cluster:** - As there are approximate 600 nos of units work in Pali which is the main activity and economy of the district is depends upon this sector. Various activity like BEE visit and activities by PCRA was already done in this sector. This sector needed testing facility in their access.

#### 4.2.1 Name of the cluster- Umbrella & Umbrella Products

1	Principal Products Manufactured in the Cluster	Umbrella & Umbrella Products
2	Name of the SPV / Association	Faln Udyog Mandal, Falna Sh. C.S.Goyal - President
3	No. of functional units in the clusters	50 Nos.
4	Turnover of the Clusters	Rs. 80 Crore (Approximate)
5	Value of Exports from the Clusters	No Export
6	Employment in Cluster	3000 Nos.
7	Average investment in plant & Machinery	Rs. 50 Lakhs
8	Testing Needs	No testing is done presently
9	Major Issues / requirement	Infrastructure development
10	Access to Export Market	No Export
11	Thrust Areas	Marketing as china is the Major threat for the sector.

**Present status of the cluster:** - As there are approximate 50 nos of units working in Falna, mainly acquiring their raw material from Chandigarh, Mumbai and Gujrat etc. Their product is mainly consumed domestically. This product mainly caters the stick tubes of the umbrella all over the Country. This sector wants to develop their infrastructure facilities as well as their competition strategy as China is the main competitor in the market.



#### **4.2.3 Major Artisan Clusters in the District**

1. Embroidered & Crocheted Goods (Aari Tari works)- Dhaakri, Kherwa, Banta, Jojawar
2. Leather Crafts (Leather Juti, Leather Embroidery)- Jojawar, Banta, Gadwara, Auwa, Raipur, Sojat Road, Jaitaran, Gundoj, Takhatgarh etc.
3. Carpet & other floor coverings- Diwandi
4. Wooden Handicrafts- Koliwara, Bagri Nagar
5. Handloom Weaving Crafts-Sojat, Bhilwara, Bagri Nagar

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

During the meeting following point were raised by the association;

1. Lack of Awareness among the industry about the government schemes and policies.
2. Basic infrastructure facility in the industrial area should be provided.
3. Drinking water supply in the industrial area.
4. Dumping Yard in various industrial areas.
5. Lack of awareness among the bankers about various schemes of the government.
6. Setup of Fire Brigade center in Mandia Road industrial area.

## \* . **STEPS TO SET UP MSMEs**

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

<b>S.No</b>	<b>Type of assistance</b>	<b>Name and address of agencies</b>
1.	Provisional Registration Certificate ( EM-1) & Permanent Registration Certificate ( EM-II)	District Industries Center RIICO Industrial Area, Mandia Road, Pali
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 Pali
4.	Financial Assistance	RFC, Pali 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	Ajmer Vidyut Vitran Nigam Ltd. Jhunjhunu
8.	Technical Know – how	MSME-Development Institute 22- Godown Industrial Estate Jaipur
9.	Quality & Standard	BIS Manak Bhawan, Chitrangan 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

### **+ Any other information**

Important Contact Nos.

<b>Name of the Department</b>	<b>Name of the officer</b>	<b>Contact Nos.</b>
MSME-DI, Jaipur	Sh. Rajesh Kumar Yadav	0141-2212098, 9460186482
GM, DIC, Pali	Sh. P.R.Sharma	02932-230213,9414076857
RM, RIICO, Pali	Sh. D.S.Rathod	02932-280630
LDM, SBBJ, Pali	Sh. M.L.Parihar	9828127800
AD, KVIB, Pali	Sh. B.R.Borana	02932-230213
Br. Manager, RFC, Pali	Sh. R.G.Kalla	02932-231616
DSO, Pali	Sh. Harish Chandra Pareek	02932-227512
PRO, Pali	----	02932-220660
DEO, Pali	----	02932-220404
Saradhana industrial Area, Saradhana, Pali	Sh. Gopal Heda	9352410270
Punayata Industrial Area, Pali	Sh. Vinay Bumb	9414120749
Raj. Tex. Hand processor Association, Pali	Sh. Rajneesh Karnawat	9414120745
Falna Udyog Mandal, Falna	Sh. C.S. Goyal	09687603058, 09352933058