



सत्यमेव जयते

**Government of India
Ministry of MSME**

Brief Industrial Profile of Sirohi District



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

Carried out by

MSME-Development Institute

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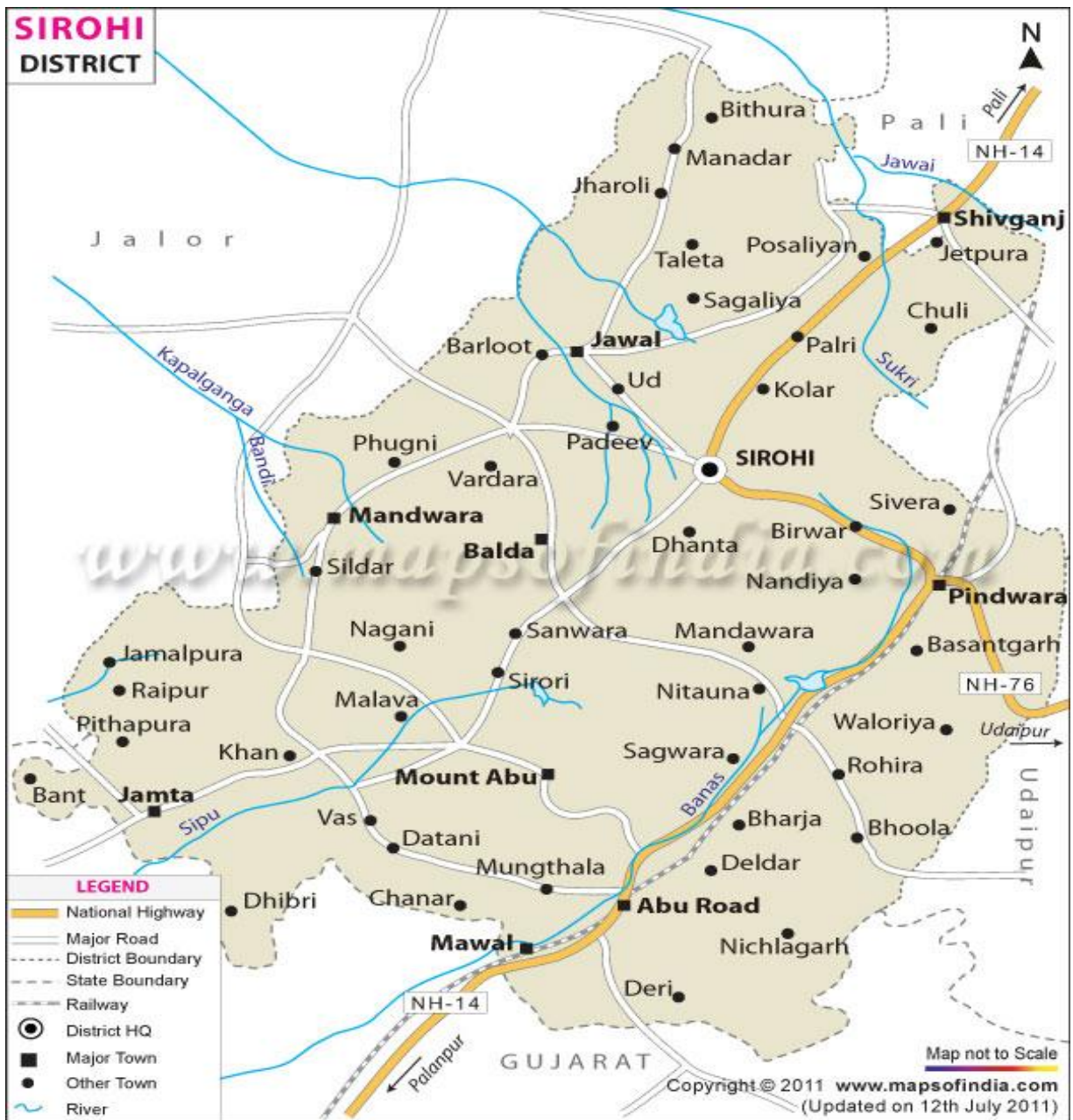
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1. General Characteristics of the District

Sirohi is a city in southern Rajasthan state in western India. The Name Sirohi had been derived by "Siranwa" hills on the Western Slope of which it stands. Colonel Tod in his book "Travels in Western India" has suggested that the names of the territory might have derived from its position at the head (Sir) of the desert (Rohi), Sirohi also named as "Sword" and this had led some people to believe that this State of brave Deora Chauhans received its present name due to its wide spread fame of its Swords. According to Ancient history "SIROHI" as Colonel Mellson rightly remarked "is the one domain in Rajputana which maintained its Independence, acknowledging the suzerainty of neither Mugal, Rathores, nor Maratha". The princely house at Sirohi is an offshoot of the same branch, Chauhan, to which the last Hindu Emperor of India belched. Historic pride Clings to masses as much as to Individuals, Conducing to honorable pride when rightly felt, and to none can it therefore cling more firmly than to "the Magnificently Stubborn Deora," the particular seet at the Chauhans who have ruled over Sirohi during the past six centuries.

Sirohi = Sir + Uhi i.e. Sirohi means " Self Respect is most important even if head may be detached " in other words "A Rajput of Sirohi may die for Self Respect." Sirohi, is said to have taken its name from Sirohi from Siranwa hill, on the western slope at which it stands. Colonel Tod had suggested the name at the territory might have been derived from its position at the head (Sir) of the desert (Rohi).

1.1 Location & Geographical Area

Sirohi district is situated at the south-west part of Rajasthan between parallel of 24°20' and 25°17' North Latitude and 72°16' and 73°10' East Longitude. It has an area of 5139 kms (2009 sq. miles) and is the third smallest district of Rajasthan. It is the third smallest district of Rajasthan, after Dungarpur and Banswara.

Sirohi is bounded by district Pali in the north-east, district Udaipur in east, Jalore in west and Banaskantha district of Gujarat in the south. The total geographical area of the district is 5139 sq. kms. It covers about 1.52 percent of the total area of Rajasthan.

1.2 Topography

Sirohi District is broken up by hills and rocky ranges. The granite massif of Mount Abu divides the district into two portions, running from north-east to south-west. The south and south-east part of the district, which lies between Mount Abu and the main spine of the Aravallis, is mountainous and rugged, and is drained by the West Banas River. Abu Road, a station on the main Delhi-Ahmedabad rail line, lies in the valley of the West Banas. Dry deciduous forest is common in this part of the district, and the higher elevations of Mount Abu are covered in conifer forests. Abu Road is the biggest city and the main financial hub of Sirohi District. Sirohi district has least number of villages in Rajasthan.

1.3 Availability of Minerals

The sirohi district is full of minerals therefore the industries based on minerals were developed rapidly. These industries produces portland cement, Synthetics Yarn, High Tension Insulators, Tirupati Fibres, R.P.R.L. Marble, Granite, Polymers/ Regines and mineral powder. Similarly, medium scale industries produces tiles and slabs of cement, marble and granites, HCL acid, ERW tubes, HDPE pipes and fittings.

PRODUCTION OF MINERAL 2010-11

S.NO.	NAME OF MINERAL	PRODUCTION in tones 2010-2011
1.	LIME STONE(Cement Grade)	11400211
2.	Calcite	83163
3.	Wollestonite	124744
4.	Masonry stone	654150
5.	Granite	51371
6.	Marble Block & Khanda	231060
7.	Lime stone (Crucher)	455109

1.4 FOREST

In accordance of the land revenue record as on 31 march 2011 an area of 137216 hectare i.e. about 29.44 % of the total reporting area of the distict is under forest. The trees commonly found in the forest of sirohi district are dhak, Neem, Pipal, ber, gular, khejra, babul, etc. And the main forest product exploitable commercially are found tendu leaves, bamboo, firewood, and charcoal, grass, sealing wax, gum and barks of some of the tree.

1.5 Administrative set up

There are 3 Sub Divisions in the Sirohi district: Sirohi, Mount Abu and Reodar, while five tehsils as well as Panchayat Samitis are Sirohi, Sheoganj, Pindwara, Abu Road and Reodar. Total 202 Gram Panchayts are there for 374 villages in the district and five Nagar Palikas (Municipalities) are there for Sirohi, Sheoganj, Pindwara, Abu Road and Mount Abu. There are three sub-tehsils- Bhavri in Pindwara, Kalandri in Sirohi and Mandar in Reodar tehsils respectively.

2. District at a glance

S.No	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data			
	i) Latitude			24.24 Degree To 25.17 Degree North
	ii) Longitude			72.16 Degree To 73.10 Degree East
	iii) Geographical Area		Hectares	5179.47 Square Kilometer
(B)	Administrative Units			
	i) Sub divisions		Nos.	5
	ii) Tehsils		Nos.	5
	iii) Sub-Tehsil		Nos.	3
	iv) Patwar Circle		Nos.	154
	v) Panchayat Simitis		Nos.	5
	vi) Nagar-Parishad		Nos.	1
	vii) Nagar Palika		Nos.	5
	viii) Gram Panchayats		Nos.	151
	xi) Revenue villages		Nos.	13

	x) Assembly Area		Nos.	3
2.	Population			
(A)	Sex-wise			
	i) Male	2011	Nos.	437949
	ii) Female	2011	Nos.	413158
(B)	Rural Population	2011	Nos.	700217
3.	Agriculture			
A.	Land utilization			
	i) Total Area	2010-11	Hectare	517947
	ii) Forest cover	2010-11	``	155461
	iii) Non Agriculture Land	2010-11	``	25442
	v) cultivable Barren land	2010-11	``	38708
4.	Forest			
	(i) Forest	2010-11	Hectare	155461
5.	Livestock & Poultry			
A.	Cattle			
	i) Cows	2010-11	Nos.	201758
	ii) Buffaloes	2010-11	Nos.	166892
B.	Other livestock			
	i) Goats	2010-11	Nos.	342738
	ii) Pigs	2010-11	Nos.	457
	iii) Dogs & Bitches	2010-11	Nos.	-

	iv) Railways			
	i) Length of rail line	2010-11	Kms	62
	V) Roads			
	(a) National Highway	2010-11	Kms	61
	(b) State Highway	2010-11	Kms	185
	(c) Main District Highway	2010-11	Kms	63.80
	(d) Other district & Rural Roads	2010-11	Kms	269
	(e) Rural road/ Agriculture Marketing Board Roads	2010-11	Kms	1178.76
	(f) Kachacha Road	2010-11	Kms	-
	(VI) Communication			
	(a) Telephone connection	2010-11	Nos.	-
	(b) Post offices	2010-11	Nos.	24
	(c) Telephone center	2010-11	Nos.	52
	(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 ISD	2010-11	No.	-
	(h) Mobile	2010-11	No.	-
	(VII) Public Health			

(a) Allopathic Hospital	2010-11	No.	01
(b) Beds in Allopathic hospitals		No.	-
(c) Ayurvedic Hospital		No.	02
(d) Beds in Ayurvedic hospitals		No.	-
(e) Unani hospitals		No.	-
(f) Community health centers		No.	06
(g) Primary health centers		No.	27
(h) Dispensaries		No.	68
(i) Sub Health Centers		No.	191
(j) Private hospitals		No.	-
(VIII) Banking commercial			
(a) Commercial Bank		Nos.	38
(b) rural Bank Products		Nos.	29
(c) Co-Operative bank products(PLDP & SCCB)		Nos.	14
(IX) Education			
(a) Primary school		Nos.	920
(b) Middle schools		Nos.	196
(c) Secondary & senior secondary schools		Nos.	210
(d) Colleges		Nos.	04
(e) Technical University		Nos.	0

2.1 Existing Status Industrial Areas in District Sirohi

S. N o.	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
1	Ambaji Aburoad	226.89	226.89	500	301	288	13
2	Arbuda, Aburoad	55.66	55.66	300	152	141	11
3	Groth Centre, Ph-1 Aburoad	48.20	48.20	250	63	48	15
4	Groth Centre, Ph-II Aburoad	411.81	411.81	250	263	262	1
5	Swaroopganj	64.57	64.57	325	139	100	39
6	Sirohi Road	75.21	75.21	300	148	148	0
7	Mandar (Reoder)	7.23	7.23	150	29	29	0

8	Sirohi old	8.56	8.56	150	17	17	0
9	Sarneshwarji (Sirohi)	59.00	59.00	450	169	109	60
10	Sheoganj old -I	108.84	108.84	400	262	260	2
11	Sheoganj old- II	7.43	7.43	150	11	11	0
12	Sheiganj Ext.	59.79	59.79	450	160	137	23
	Total	1133.15	1133.15	-	1714	1550	164

Source:- RIICO, Abu Road

3. INDUSTRIAL SCENERIO OF Sirohi

3.1 Industry at a Glance

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	6383
2.	TOTAL INDUSTRIAL UNIT	NO.	6585
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	10
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NO.	30000
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	7235
6.	NO. OF INDUSTRIAL AREA	NO.	12
7.	TURNOVER OF SMALL SCALE IND.	IN LACS	11058.89
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	16865.00

3.2 YEAR WISE TREND OF UNITS REGISTERED

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
	2006-07	236	836	979.70
	2007-08	256	909	987.29
	2008-09	258	918	1049.89

	2009-10	264	877	1814.36
	2010-11	250	967	1329.50
	Total	1264	4507	6160.74

Source: DIC Sirohi

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

NIC CODE NO.	TYPE OF INDUSTRY	NUMBER OF UNITS	INVESTMENT (Lakh Rs.)	EMPLOYMENT
20/21	FOOD PRODUCT	22	78.20	104
22	BEVERAGES AND TOBACO	1	65.00	16
23	COTTON TEXTILE	19	68.59	53
27	WOOD PRODUCT	23	41.37	63
29	LEATHER PRODUCT	14	56.39	40
30	RUBBER & PLASTIC	-	-	-
31	CHEMICAL	5	73.40	53
32	NON METALIC MINERAL	74	513.26	400
33	BASIC METAL INDUSTRIES	14	119.82	62

35	MACHINERY & MACHINE PART EXCEPT ELECTRONICS	-	-	-
36	ELECTRIC MACHINERY	-	-	-
38	MISCELLANEOUS MFG	5	47.25	29
97	REPAIRS & SERVICES	73	348.32	220
		250	1411.6	1040

Source: DIC Sirohi

3.4 Large Scale Industries / Public Sector undertakings

List of the units in Sirohi & Near By Area

1. M/s JK Laxmi Cement Ltd., JK Puram.
2. M/s Binani Cement Ltd., Binani Gram.
3. M/s Wolkem india Ltd. Sirohi Road.
4. M/s Marudhar yarn P Ltd. Tirupati Nagar Abu Road.
5. M/s Modern insulater Ltd Karoli Abu Road
6. M/s Bhansali Engg. Polymers Ltd Amaji Ind. Area Abu Road.

3.5 Major Exportable Item

Psyllium Husk Khakha

3.6 Growth Trend

NA

3.7 Vendorisation/Ancillarisation of the Industry

NA

3.8 Medium Scale Enterprises

3.8.1 List of the units in Sirohi & Near By Area

Not Existing

3.8.2 Major Exportable Item

Not Available

3.9 Service Enterprises

3.9.1 Hotel & Restaurant

There is a vast scope of hotel & restaurant due to tourism place. The district owes its name to "Siranwa" hills of the western slope that is. Sirohi is one of the districts of Rajasthan's fascinating that offers some great places of tourist importance like Mount Abu, Sun Temple, Chandravati, Ajari Temple, the Temple Sarvadham, Bamanvadji Temple.

3.9.2 Potentials areas for service industry

1. Data processing
2. Steel Fabrication
3. Motor Rewinding
4. Beauty Parlour/Hair cutting saloon
5. Mobile Repairing
6. Vehicle Repairing
7. Tailoring
8. Photography
9. Cycle Repairing
10. Electronics/Electrical Repairing
11. Cyber cafe
12. Zerox
13. Hotel & Restaurent
14. Printing

3.10 Potentials for new MSMEs

1. Mineral grinding
2. Stone grit
3. Marble chips & Powder
4. Milk Chilling
5. Marble sowing
6. SS Patta & Utensil
4. Masala Industry
5. Cement

4. Existing Clusters of Micro & Small Enterprise

4.1 DETAIL OF MAJOR CLUSTERS

4.1.1 Manufacturing Sector

1. Terra kotta cluster, Siyawa
2. Stone cluster, Pindwada, Sirohi
3. Mineral powder cluster, Pindwada
4. Granite cluster Abu Road
5. S.S. Utensils cluster, Abu Road
6. Leather cluster, Mandar

4.1.2 Service Sector

1. Hotel & Restaurants

4.2 Details of Identified cluster

4.2.1 Terra kotta cluster, Siyawa

1	Principal Products Manufactured in the Cluster	Terra Cotta Products
2	Name of the SPV/Trade Association	Adiwasi Mitti Shilp Sahayta Samuh, Siyawa
3	No. of functional units in the clusters	100
4	Turnover of the Clusters	25 Lakhs
5	Value of Exports from the Clusters	Indirect : 5 to 6 Lakhs
6	Employment in Cluster	110
7	Average investment in plant & Machinery	1 Lakhs per unit
8	Major Issues / requirement	Modernization/ training /Upgradation in Skills, Technology, Need CFC, Exhibition Hall at Ambaji road Siyawa

Siyava Terra Cotta Cluster Development Programme in Sirohi district is a part of the integrated scheme and has been implemented by ArpanSeva Sansthan. We produce good quality products of Terrakota products. These products are demanded all over the country like Hyderabad, Bangalore, Delhi, Kolkata, Jaipur, Ahemdabad etc. Many Government, Non Government and foreign visitors visited the Siyava and appreciated artisans for their good work. Chief Minster, Minster of Industries and many senior government officers also appreciated the tribal artisans and encouraged them during exhibition at Jaipur. During discussion artisans requested to government to provide support for capacity building and to provide with an organization who can work as a catalyst for value addition of product so that they can compete with global market.

4.2.2 Stone cluster, Pindwara

1	Principal Products Manufactured in the Cluster	Stone Tiles and Slabs
2	Name of the Trade Association	M/s Arawali Udhyog Sangh, Sirohi road
3	No. of functional units in the clusters	135
4	Turnover of the Clusters	20 Crore
5	Value of Exports from the Clusters	5 Crore
6	Employment in Cluster	25000 (Direct + Indirect)
7	Average investment in plant & Machinery	15 Lakhs per unit
8	Testing needs	Chemical and Physical Testing
9	Thrust Area	Technology Upgradation, skill development training, Need CFC, Exhibition Hall

10	Access to Export Market	Italy, Spain, Belgium
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Rajasthan is specially known for the architecture and sculpture. Old Jain, Hindu temples & monuments are the examples are the temple of this fact. The Pindwara in Rajasthan has its importance in the field of marble carving. However, whole of the district Sirohi is a good centre of Jain and Hindu temples but Pindwara is famous for its carving work on Selwara Marble since long. Artisans of this cluster are world famous for temple construction. They have learned this skill from their ancestor and pass it down to next generation. It is common belief that If there is any construction of temple work all over the world, it could not complete without involvement of Pindwara artisan. This is proved by this fact that proposed “ Ram Mandir “ the lord Ram’s Temple at Ayodhya is also being carved in Sirohi.

4.2.3 Mineral Powder cluster, Pindwara

1	Principal Products Manufactured in the Cluster	Calcite Powder
2	Name of SPV/Trade Association	M/s Arawali Udog Sangh,Pindwada
3	No. of functional units in the clusters	90
4	Turnover of the Clusters	25 crore
5	Value of Exports from the Clusters	6-7 crore approx. (Indirect)
6	Employment in Cluster	2250
7	Average investment in plant & Machinery	1 crore per unit
8	Major Issues / requirement	Poor Availability of good quality of Grinding media

4.2.4 Granite cluster Abu Road

1	Principal Products Manufactured in the Cluster	Polished granite slabs, tiles and articles
2	Name of the Trade Association	Abu chambers of commerce and industry
3	No. of functional units in the clusters	30
4	Turnover of the Clusters	35 crore
5	Value of Exports from the Clusters	5.7 crore (Indirect)
6	Employment in Cluster	450
7	Average investment in plant & Machinery	1 Crore per unit
8	Major Issues / requirement	Dumping (waste disposal) problem, Technology upgradation, Skill development

4.2.5 S.S.Utensils Aburoad

1	Principal Products Manufactured in the Cluster	S.S.Home products
2	Name of the Trade Association	Industrial Growth centre phase-II,Maval Aburoad
3	No. of functional units in the clusters	25

4	Turnover of the Clusters	30 crore
5	Value of Exports from the Clusters	NA
6	Employment in Cluster	250
7	Average investment in plant & Machinery	25 Lakhs per unit
8	Major Issues / requirement	Transport problem,Need CFC, Galvanization pollution problem

4.2.6 Leather cluster Mandar, Sirohi

1	Principal Products Manufactured in the Cluster	Leather Embroided items
2	Name of the SPV/trade Association	Leather handicraft association Mandar
3	No. of functional units in the clusters	24 Nos
4	Turnover of the Clusters	37.50 Lakhs
5	Value of Exports from the Clusters	No Export
6	Employment in Cluster	125 Nos
7	Average investment in plant & Machinery	Rs. 25000 per unit
8	Major Issues / requirement	Need CFC, Exhibition Hall at Urban haat in Maunt Abu. Skill development and technology Upgradation

4 General issues raised by industry association during the course of meeting

1. Lack of awareness of policy benefit among banker and Industry
2. Bankers avoid to accept the cases under CGTMSE specially for the new entrepreneurs and insist for the collateral security.
3. Privilege of items restricted to 175 from 400 items having problem for SSI units.
4. Testing and physical testing problem

5. 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, Sirohi Phone:- 02972-222375 District Industries Sub Centre, Aburoad Phone:- 02972-226086
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	MSME-Development Institute, Industrial Estate, Bais Godam, Jaipur Phone:- 2212098, 2213099 Fax:- 0141-2210553
3.	Land and Industrial shed	Sr. Regional Manager, RIICO Aburoad Astt. Regional manager, RIICO Sirohi
4.	Financial Assistance	Rajasthan Financial Corporation Aburoad Rajasthan Financial

		Corporation Sirohi Nationalized banks, Aburoad
5.	For raw materials under Govt. Supply	Rajasthan Small Industries Corp.Ltd.Udyog Bhawan, Tilak Marg, Jaipur 0141-5115760
6.	Plant and machinery under hire / purchase basis.	National Small Industries Corp. Ltd Nehru Place, Tonk Road, Jaipur 0141-2742372
7.	Power/ Electricity	1.Ex.En. Office,JVVNL Sirohi 2.Ex. En. Office, JVVNL, Sirohi
8.	Technical Know –how.	MSME- Development, Institute, Industrial Estate, Bais Godam, Jaipur Phone:- 2212098, 2213099 Fax:- 0141-2210553
9.	Quality & Standard	Bureau of Indian Standards, Chittaranjan Marg, C-Scheme, Jaipur Directorate of Marketing Inspection, Jhalana Dungari, Jaipur.
10.	Marketing /Export Assistance	(i) National Small Industries Corporation Ltd, Nehru Place Tonk

		Road, Jaipur (ii)Rajasthan Small Industries Corporation Ltd, Udyog Bhawan, Tilak Marg, Jaipur 0141-2742372, 27442991
11.	Other Promotional Agencies	Joint Director General of Foreign Trade, Udyog Bhawan, Tilak Marg, Jaipur.

6. Important contact Nos. District: SIROHI

S.No.	Designation	Name & Contact Nos.
1.	MSME-DI Nodal Officer	Shri R.S. Dahiya, Asst. Director (M) 9252029879
2.	General Manager DIC	Shri Madhu Sudan Sharma (O) 02972-222375
3.	Regional Manager RIICO	Shri A.K. Saini (O) 02974-226647