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**Government of India  
Ministry of MSME**

**Industrial Profile of Ratlam District  
Madhya Pradesh Updated in the year  
2015-16**



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

Carried out by

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## Foreword

In response to letter no. 1/7/DIP/2015/MSME-DI dated 20/05/2016 of O/o DC (MSME), M/o MSME, Govt. of India. The District Industrial Profile of Ratlam for the year 2015-16 has been updated upto 31/03/2016 by this office. This profile contained Geography, Topography, Mineral availability, forest resources, District general information, Industrial scenario & potentiality of MSME of the district.

Ratlam is situated in North-West region of Madhya Pradesh from 23 05' North to 23 52' North Longitude and 74 31' East to 75 41' East Latitude. It is bounded by Mandsaur District in North, Jhabua and Dhar on the South, Ujjain on the East, Chhitorgarh and Banswara District of Rajasthan on the West, Shajapur District of Madhya Pradesh and Jhalawar District of Rajasthan on the North. The above topographic map of Ratlam and the surrounding area has been derived from satellite mapping. The topographic data has been illuminated by a light source corresponding to the position of the sun at mid afternoon in summer. Major roads, Railways Rivers and other water features are derived from global GIS data.

While preparing the profile, the data was collected from various departments of Madhya Pradesh Government and from internet. I take this opportunity to appreciate the efforts of Shri K.R.Alawa, Asstt. Director (PI), Shri Madhukar Sharma, Asstt. Director (EI) in bringing out this industrial profile of Ratlam for the year 2015-16.



(Pradeep Kumar)  
Director

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# Brief Industrial Profile of Ratlam District

## 1. General Characteristics of the District Ratlam

**1.1 Location & Geographical Area.** Ratlam is situated in North-West region of Madhya Pradesh from 23 05' North to 23 52' North Longitude and 74 31' East to 75 41' East Latitude. It is bounded by Mandsaur District in North, Jhabua and Dhar on the South, Ujjain on the East, Chhitorgarh and Banswara District of Rajasthan on the West, Shajapur District of Madhya Pradesh and Jhalawar District of Rajasthan on the North.

**1.2 Topography** The above topographic map of Ratlam and the surrounding area has been derived from satellite mapping. The topographic data has been illuminated by a light source corresponding to the position of the sun at mid afternoon in summer. Major roads, Railways Rivers and other water features are derived from global GIS data.

## 1.3 Availability of Minerals.

### PRODUCTION OF MINERAL 2015-16

S.NO.	NAME OF MINERAL	PRODUCTION	Value (In Lakhs)
MAJOR MINERAL		Nil	
1.			
MINOR			
1.	Gitti	306183.42 Cu. Meter	2,36,27,252
2.	Murum	167006.96 Cu. Meter	83,50,348
3.	Sand	88590.32 Cu. Meter	88,59,032
4	Stone	306183.42 Cu. Meter	2,36,27,252

SOURCE:- DEPT. OF MINES & GEOLOGY.,

1.4 **FOREST ----:** The district is having enough forest wealth, wherein the production of Tendu leaves and valuable herbal plants useful for making medicines are produced. Sections of population depend on the forest for their livelihood. Some Tehsil of the district are having a considerable area under forest. Tehsil, Piploda and Jaora have minimum area under forest total forest area in the district is about 34293 hectare which accounts for 7% of the geographic area of the district.

**1.5 Administrative set up.** Ratlam district covers six development blocks and six tehsils. One Municipal corporation, one municipality, six town panchayats, 406 villages panchayat, six janpath panchayats and one district panchayat.

## 2. District at a glance

S.No	Particular	Year	Unit	Statistics
<b>1</b>	<b>Geographical features</b>			
(A)	Geographical Data			
	i) Latitude			74 31' East to 75 41' East
	ii) Longitude			23 05' North to 23 52' North
	iii) Geographical Area		Hectares	486159 Hectares
(B)	Administrative Units	2015		
	i) Sub divisions	2015	Nos.	
	ii) Tehsils	2015	Nos.	08
	iii) Janpat Panchyat	2015	Nos.	06
	iv) Patwar Circle	2015	Nos.	199
	v) Panchayat Simitis	2015	Nos.	----
	vi)Nagar nigam	2015	Nos.	01
	vii) Nagar Palika	2015	Nos.	01
	viii) Gram Panchayats	2015	Nos.	419
	xi) Revenue villages	2015	Nos.	1037
	x) Assembly Area	2015	Nos.	
<b>2.</b>	<b>Population</b>			<b>14,55,069</b>
(A)	Sex-wise			
	i) Male	2015	Nos.	7,38241

	ii) Female	2015	Nos.	7,16,828
(B)	Rural Population	2015	Nos.	10,20,038
<b>3.</b>	<b>Agriculture</b>			
A.	Land utilization			
	i) Total Area	2015	Hectare	4,86,007
	ii) Forest cover	2015	“	32,882
	iii) Non Agriculture Land	2015	“	30,201
	v) cultivable Barren land	2015	“	40,318
	vi) Agriculture Land			5,50,874
<b>4.</b>	<b>Forest</b>			
	(i) Forest	2015	Ha.	4,86,007
<b>5.</b>	<b>Livestock &amp; Poultry</b>			
A.	<b>Cattle</b>			
	i) Cows	2015	Nos.	3,23,517
	ii) Buffaloes	2015	Nos.	1,87,431
B.	<b>Other livestock</b>			
	i) Goats	2015	Nos.	2,08,075
	ii) Pigs	2015	Nos.	9394
	iii) Dogs & Bitches	2015	Nos.	N.A.
	iv) <b>Railways</b>	2015		
	i) Length of rail line	2015	Kms	N.A.
	<b>V) Roads</b>			N.A.
	(a) National Highway	2015	Kms	N.A.
	(b) State Highway	2015	Kms	N.A.
	(c) Main District Highway	2015	Kms	N.A.
	(d) Other district & Rural Roads	2015	Kms	N.A.
	(e) Rural road/ Agriculture Marketing Board Roads	2015	Kms	N.A.
	(f) Kachacha Road	2015	Kms	N.A.
	<b>(VI) Communication</b>	2015		N.A.
	(a) Telephone connection	2015		N.A.
	(b) Post offices	2015	Nos.	158
	(c) Telephone center	2015	Nos.	N.A.
	(d) Density of Telephone	2015	Nos./1000 person	N.A.
	(e) Density of Telephone	2015	No. per KM.	N.A.
	(f) PCO Rural	2015	No.	N.A.
	(g) PCO STD	2015	No.	N.A.
	(h) Mobile	2015	No.	N.A.
	<b>(VII) Public Health</b>			N.A.

(a) Allopathic Hospital	2015	No.	03
(b) Beds in Allopathic hospitals		No.	805
(c) Ayurvedic Hospital		No.	----
(d) Beds in Ayurvedic hospitals		No.	
(e) Unani hospitals		No.	----
(f) Community health centers		No.	05
(g) Primary health centers		No.	25
(h) Dispensaries			2
(i) Sub Health Centers		No.	158
<b>(VIII) Banking commercial</b>			
(a) Commercial Bank	2015	Nos.	14
(b) rural Bank Products	2015	Nos.	N.A.
(c) Co-Operative bank products	2015	Nos.	N.A.
(d) PLDB Branches	2015	Nos.	N.A.
<b>(IX) Education</b>			
(a) Primary school	2015	Nos.	1058
(b) Middle schools	2015	Nos.	399
(c) Secondary & senior secondary schools	2015	Nos.	58 & 55
(d) Colleges	2015	Nos.	07
(e) Technical University	2015	Nos.	----

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

S. No.	Name of Ind. Area	Land acquired (In hectare)	Land developed (In hectare)	Prevailing Rate Per Sqm (In Rs.)	No of Plots/Shed	No of allotted Plots	No of Vacant Plots	No. of Units in Production
1	Indl.area Ratlam	104.160	72.24	----	144/5	147	1	147
2	Indl.area Ratlam	23.070	17.91	-----	30/26	29/26	1	50
3	Indl.area Salakhedi	1.660	1.469	----	14	14	0	12

4	Indl.area Deelipnagar	2.270	1.507	----	3	3	0	1
5	Indl.area Kumhari Jaora	10.11	7.302	---	32	32	0	25
6	Indl.area I.T.c. Jaora	2..02	1.13	----	23/2	23/2	0	16
7	Gramin Karmashala Sailana	0.607	0.033	----	5/6	4/6	2	07

Source:- DTIC Ratlam

### 3. Industrial Scenario of Ratlam

#### 3.1 Industry at a Glance

Sr No	Head	Unit	Particulars
1.	Registered Industrial Unit	No.	8302
2.	Total Industrial Unit	No.	07
3.	Registered Medium & Large Unit	No.	21
4.	Estimated Avg. No. Of Daily Worker Employed In Small Scale Industries	No.	18030
5.	Employment In Large And Medium Industries	No.	6072
6.	No. Of Industrial Area	No.	3
7.	Turnover Of Small Scale Ind.	In Lacs	41510
8.	Turnover Of Medium & Large Scale Industries	In Lacs	27500

### 3.2 Year Wise Trend of Units Registered

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
Up to	1984-85	308	465	152.16
	1985-86	213	458	112.09
	1986-87	205	413	97.85
	1987-88	174	452	89.12
	1988-89	335	705	170.10
	1989-90	174	464	90.65
	1990-91	445	1012	200.72
	1991-92	441	973	229.12
	1992-93	546	1134	1021.12
	1993-94	389	1023	558.18
	1994-95	196	509	81.10
	1995-96	205	513	612.20
	1996-97	454	1012	587.18
	1997-98	379	789	412.17
	1998-99	393	761	571.13
	1999-2000	323	703	466.25
	2000-01	18	84	59.90
	2001-2002	17	178	149.19
	2002-03	39	127	57.43
	2003-04	425	864	160.26
	2004-05	450	824	389.75
	2005-06	457	896	410.16
	2006-07	32	95	94.25
	2007-08	39	104	110.12
	2008-09	440	890	397.21
	2009-10	603	1369	1223.36
	2010-11	602	1213	934.31
	2011-12	756	1027	857.43
	2012-13	601	864	760.26
	2013-14	604	1369	1223.36
	2014-15	601	1213	934.31

Source: DIC Ratlam

### Registered Udyog Aadhar from Sept. 15 to 24/05/2016

Micro	Small	Medium	Total
646	100	02	748

### 3.3 Details of Existing Micro & Small Enterprises and Artisan Units in the District Ratlam

NIC CODE NO.	TYPE OF INDUSTRY	NUMBER OF UNITS	INVESTMENT (Lakh Rs.)	EMPLOYMENT
20	Agro based	876	989.88	1756
22	Soda water	-	-	-
23	Cotton textile	6	6.78	13
24.	Woolen, silk & artificial Thread based clothes.	-	-	-
25.	Jute & jute based	05	5.65	11
26.	Ready-made garments & embroidery	2016	2278.08	4032
27.	Wood/wooden based furniture	520	587.60	1042
28.	Paper & Paper products	06	6.78	15
29.	Leather based	08	9.04	17
31.	Chemical/Chemical based	-	-	-
30.	Rubber, Plastic & petro based	-	-	-
32.	Mineral based	25	28.25	57
33.	Metal based (Steel Fab.)	09	2.26	21
35.	Engineering units	816	10.17	1632
36.	Electrical machinery and transport equipment	05	5.65	12
97.	Repairing & servicing	1327	1499.51	2654
01.	Others	2683	4007.69	6768
	Total	8302	9437.08	18030

Source: DIC Ratlam

### 3.4 Large Scale Industries / Public Sector undertakings

List of the units in Ratlam & Near By Area

Name of unit	Product	Investment (In lakhs)	Employment	Remark
Ipca Laborretries Ltd Sejavata	Bulk Drugs & Pharmaceuticals	2968.90	800	Working
Khaitan Agro Dosigaon	Solvent & Refind oil	1297	350	Working
Raj Solvex Ltd. Khara Khedi Ratlam	Solvent	1344.42	375	Working
Ambika Solvex Ltd. Jaora	Refind oil	33.96	100	Working
Vardhaman Solvant Ltd. Ratlam	Refind oil	122.42	150	Working
Pooja Soya Industry Ratlam	D. oil Cake & Crude oil	759	30	Working
Ram Krishna Solvex P Ltd. Chapla Khedi, Ratlam	Solvent	1408.74	150	Working

**3.5 Major Exportable Item:- Bulk Drug, Soyabin D.O.C., Par Hydiory, Curry powder & mix spices, Sports goods Amonia Cracker, plastic compound, Galvanised wire, Plastic Rope.**

**List of Export units:**

1. M/s Ipca laboratories, Ratlam.
2. M/s Ambika Solvex, Jaora
3. M/s Malwa Oxigen & Industrial Gases Ratlam
4. M/s M.M. Punjaji Spices Ratlam
5. M/s Innovative Sports, Ratlam
6. M/s Technochem Engineeriung, Ratlam
7. M/s D.P.Plastic, Ratlam

8. M/s Katariya Industry Pvt. Ltd, Ratlam

9. M/s Gold Industry, Ratlam

### **3.6 Growth Trend:-**

4-5%

### **3.7 Vendorisation / Ancillarisation of the Industry:- Nil**

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

#### **3.8.1 List of the units in Ratlam & Near By Area**

01. D.P. Wires Pr. Ltd. Ratlam
02. Ratlam Wires Pr. Ltd Ratlam
03. Ambika Solvex Ltd Jaora
04. Vardhman Solvent Axe Ltd Jaora
05. Marbal Agrex Ltd. Chapla Khedi, Alot
06. M/s Pooja Soya Industries, Industrial Area, Ratlam

#### **3.8.2 Major Exportable Item**

01. Bulk Drug
02. Medicine
03. Nylon Rop
04. Soya D.O.C.
05. Steel Wires
06. Spices

### **3.9 Service Enterprises**

Advertising Agency, Photo copy, Fast Food Restaurant, Computer Software Development & Data processing, Photography, Beauty parlor & Tiffin centre.

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

CAD/CAM services Industrial consultancy services, Marketing consultancy services, Computer hardware and networking, Photography, Mobile repairing, Financial accounting, Advertising Agency, Catering services & Health clubs.

### 3.10 Potential for new MSMEs

Wooden furniture, wooden toys, Namkeen confectionary, Potato chips, Floor milk, Cattle feed, Besan milk, spices industries, Leather toys, Leather footwear's, Leather Bags, Washing powder, Phenyl, Cardboard boxes, Mechanical wire, Small leth machine, Steel furniture, wire brush, Musical instrument, Electric motor, Cement jali, PVC pipe, Packaging work, Paper soap, Plastic toys , stationary item, paper soap, plastic bottle, plastic granules, pickles and squashes, murraba, tomato sauce, tomato Ketchup, Ginger and garlic based products, coriander based product.

### 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.	Udyog aadhar	On line <a href="http://www.dcmsme.gov.in">www.dcmsme.gov.in</a>
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	MSME-DI, INDORE 10 Indl. Estate, Pologround. Indore District Trade and industry Centre, Govt of MP Ratlam
3.	Land and Industrial shed	District Trade and industry Centre, Govt of MP Ratlam
4.	Financial Assistance	Nationalized Bank, MPFC and other Financial Institute
5.	For raw materials under Govt. Supply	MPLUN, Govt of MP
6.	Plant and machinery under hire / purchase basis.	MPLUN, NSIC, Indore
7.	Power/ Electricity	MPSEB MP Ratlam
8.	Technical Know –how.	MSME-DI, Indore & NSIC, MPCON, NRCS, CIAE.
9.	Quality & Standard	BIS, Bhopal
10.	Marketing /Export Assistance	MP Trade & Investment facilitation Corporation Ltd & MSME-DI, Indore, DTIC Ratlam