



**DISTRICT INDUSTRIAL PROFILE  
OF  
RAJKOT DISTRICT**



**Government of India**

**MINISTRY OF MSME**

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## **INTRODUCTION**

The role of MSMEs in the economic and social development of the country is widely acknowledged. MSMEs contribute 8 percent of the country's GDP, 45 percent of manufactured output and 40 percent of exports. The labour to capital ratio in MSMEs is much higher than in large industries. Moreover, MSMEs are better dispersed. Hence, MSMEs are going to play a vital role for achieving the National objective of inclusive and sustainable growth. DC (MSME) is focusing on implementation of different policies/ schemes at the ground level. The growth of the MSME sector will reach greater heights, if stress is given on all key identified challenges such as finance, infrastructure, technology, procurement, skill development, etc.

The District Industrial Profile of Rajkot district has been prepared by (Br) MSMEDI, Rajkot under Action Plan Target for the year 2012-13. This report provides valuable information of Human Resources, infra structures, various clusters, proposed Action Plan etc.

It is hoped that the District Industrial Profile will be helpful to the entrepreneurs, policy makers, institutions / other stakeholders engaged in the developmental activities of MSMEs. It is also hoped that the report will enable stakeholders in effective implementation of various Government schemes which in turn will make MSME sector more and more competitive.

We are grateful to the various Central Govt. offices, State Govt. offices, Lead Bank, DIC and several Institutions, Industries Associations for supporting us by providing information and details. We are thankful to our staffs for assisting DD I/c. during the collection of data/ compilation / stenographic work.

## **BRIEF INDUSTRIAL PROFILE OF RAJKOT DISTRICT**

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

The name of the city of Rajkot literally means the city of princes. It was probably derived from Raju Sandhi, the co-founder of the erstwhile princely state of Rajkot in 1610.

Rajkot has relatively pleasant climate. March to June – summer (20° C to 44° C). July to September rainy season (average rainfall 550 mm), October to February winter (10° to 22° C)

Rajkot city is considered the economic, industrial and education hub of the Saurashtra Region. The economy of Rajkot district is chiefly based on the manufacturing and service sector.

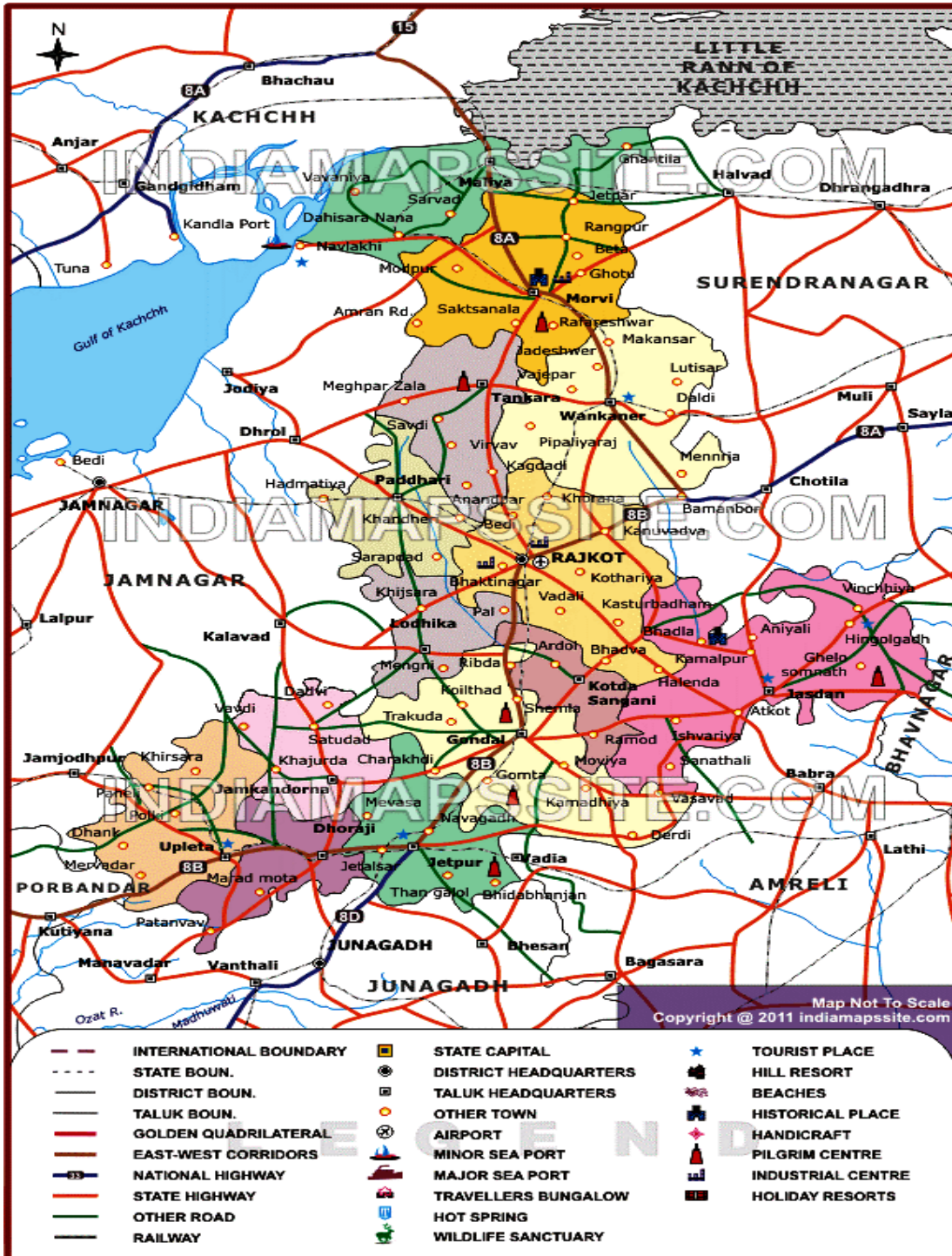
#### **1.1 Location & Geographical Area**

Rajkot is located in south west region of Gujarat. There are total eight districts in Saurashtra Region of Gujarat State. Among them, Rajkot district constituted from the Central Region of Saurashtra.

Rajkot is one of 26 districts of Gujarat State. Rajkot city is the administrative head quarters of the District. Rajkot is located at 70.20 to 71.40 East longitudes. 20.582 – 23.089 North latitude.

Rajkot district is surrounded by Kutch District in North. Surendranagar and Bhavnagar District in East, Amreli and Junagadh District in South. Jamnagar district in West. The district is named after its HQs Rajkot city.

Total geographical area 11203 KM<sup>2</sup>. Rajkot has average elevation of 134 metre (439 Ft)



## 1.2 Topography

Average land of Rajkot district is plain land having little bit slope. There are three main rivers Bhadar, Machhchhu and Aji. All the rivers flow from South to north. Few rivers flow from East to West i.e. the district slope gently northward and westward. 16 nos. of minor rivers passes through the district. There are 3 types of land

- Salty land - Morbi, Maliya Talukas
- Black & Loamy Soil - Gondal, Jetpur, Dhoraji, Upleta, Kotda Sangani,  
Padadhari Talukas
- Rocky Soil - Wankaner, Lodhika, Rajkot Talukas

## 1.3 Availability of Minerals :

**92% of the total state Production of fire clay is in Rajkot Taluka. Due to this fire brick and ceramic industries have developed in Morbi and Wankaner Taluka**

(Source: Deptt. of Geology & Mines, Rajkot)

### **PRODUCTION OF MINERALS DURING 2010-11 & 2011-2012**

Sr. No.	Name of the minerals	PRODUCTION (IN M. T)	PRODUCTION (IN M.T)
	Major Minerals	2010-2011	2011-2012
01.	Fireclay	207365	187681
02.	Chalk	28556	20356
03.	Limestone	45446	99550
04.	Perlite	510	00
05.	Silica sand	69058	105640

	Name of the minerals	PRODUCTION (IN M. T)	PRODUCTION (IN M. T)
	Minor Minerals	2010-2011	2011-2012
01.	Black trap	3494317	5656440
02.	Ordinary Sand	1905121	2492083
03.	Ordinary Clay	510312	94333
04.	Limestone	130173	144667
05.	Sandstone	2560	4300
06.	Red Clay	59966	165734
07.	Dolomite	126	120
08.	Hard Murram	201193	109200
08.	Soft Murram	251000	303667
09.	Gravel Murram	254865	59932

#### 1.4 Forest

Forest covers of Rajkot district is 1.31 % of geographical area. There is no dense forest in Rajkot district. Type of 6 B Northern Tropical Thorne forest is found in parts of Rajkot district due to less than 600 mm rainfall. These forests contain sparse and stunted growth of species like Acacia and thorn bushes.

1. Barda Wild life sanctuary – 192.31 KM<sup>2</sup> at Hingolghadh Tal. Jasdan, Dist. Rajkot
2. Hingolghadh Nature Education Sanctuary in 6.54 KM<sup>2</sup> at Hingolghadh Dist. Rajkot
3. Rampara sanctuary 15.01 KM<sup>2</sup>

#### 1.5 Administrative Set up

Rajkot city is the District HQ of Rajkot District. Rajkot is governed by many Government bodies –

1. Jilla Seva Sadan (Rajkot Dist. Collectorate)
2. Rajkot Municipal Corporation
3. Rajkot Urban Development Authority (RUDA)

The district comprises of 14 nos. of Talukas.

1. Maliya
2. Morbi
3. Tankara
4. Padadhari
5. Lodhika
6. Dhoraji
7. Wankaner
8. Rajkot
9. Jamkandorna
10. Upleta
11. Jetpur
12. Kotda Sangani
13. Jasdan
14. Gondal

Total nos. Vidhan Sabha Constituencies – 11

Total nos. of Gram Panchayat – 856

All Talukas are headed by Talukla Development Officer.

## 2. District at a Glance

Sr. No.	Particular	Year	Unit	Statics
<b>1.</b>	Geographical features			
A.	Geographical Data			
	i) Latitude			20.58 to 23.08 North latitude
	ii) Longitude			70.20 to 71.40 East longitude
	iii) Geographical Area			11203 KM <sup>2</sup>
B.	Administrative Units			
	i) Sub divisions (Talukas)			14
	ii) Tehsils			
	iii) Sub-Tehsils			
	iv) Patwar – Circle			
	v) Panchayat Simitis			
	vi) Nagar Nigam			01
	vii) Nagar Palika			09
	viii) Gram Panchayat			856
	ix) Revenue villages			869
	x) Assembly Area			11
<b>2</b>	<b>Population</b>	Total 3799770 (2011 census). 339 inhabitants per KM <sup>2</sup> Sex ratio = 924 (F) for 1000(M). Population growth rate (2001-2011) – 19.87 % Literacy rate = 82.20 %.		
(A)	Sex-wise			
	i) Male	2011		1974932
	ii) Female	2011		1824838
(B)	Rural Population	2011		1591188
	Urban Population	2011		2208582
<b>3.</b>	<b>Agriculture</b>			
A.	Land Utilization:			
	i) Total area	2010-11	Hectare	1115586
	ii) Forest cover	2010-11	Hectare	38171
	iii) Non Agriculture Land	2010-11		
	Under cultivation	2010-11		755851
	Grass land	2010-11		111044
	Due to irrigation 2 season crops has been taken	2010-11		142093
	v) Cultivable Barren land /(dry land)	2010-11	Hectare	63323 (Source Jilla Panchayat, Agriculture Office, Veterinary office,etc)

<b>.4.</b>	<b>Forest</b>		
	(i) Forest	2010-11	Very dense Forest = 0 Mod dense forest = 8 Open forest = 139 Total 147 % of geographical area = 1.31 %
<b>5.</b>	<b>Livestock &amp; Poultry</b>		
<b>A</b>	<b>Cattle</b>		
	i) Cows	2007	451706
	ii) Buffaloes	2007	362042
<b>B</b>	<b>Other livestock</b>		
	i) Goats	2007	197487
	ii) Pigs	2007	957
	iii) Dogs & Bitches	2007	9110
	iv) Sheep	2007	217333
	v) Horse	2007	740
	vi) Donkey	2007	1674
	Vii) Camel	2007	96
	<b>iv) Railways</b>		
	i) Length of rail line		207.85 KM BR Guage 62 KM MG
	<b>v) Roads</b>		
	a) National Highway	2010-11	276 KM
	b) State Highway Panchayat Road	2010-11	1958 KM 2485 KM
	(c) Main District Highway/ Major Dist. Road (MDR)	2010-11	838 KM
	(d) Other district &-Rural Road (ODR)	2010-11	422.50
	(e) Rural road/Vill. Road (VR) Agriculture Marketing Board Road	2010-11	793.04
	(f) Kachacha Road	2010-11	
	<b>vi) Communication</b>		
	a) Telephone connection	As on 31.05.12	LL-124654 WL – 20580 No. of Broad Band connection-43402 No. of internet connections – 32984 Leased circuit – 946 (source – BSNL Rajkot MIS Division)

	b) Post Offices	2010-11		HPO-2, SPO – 82, BO - 419 Total- 503 (Source Senior Supt. Post Office)
	c) Telephone Center	2010-11		223 Exchanges
	d) Density of Telephone	2010-11	Nos./1000 person	38
	e) Density of Telephone	2010-11	No. per KM <sup>2</sup>	12.96(13)
	f) PCO Rural	2010-11		Local - 272 STD – NIL
	g) PCO Urban	2010-11		Local – 2260 STD – 441
	h) Mobile (2G/3G)	2010-11		279090 (Source BSNL)
	<b>(VII) Public Health</b>			
	a) Allopathic Hospital b) Beds in Allopathic Hospitals c) Ayurvedic Hospital d) Beds in Ayurvedic Hospitals e) Unani Hospital f) Community health centers g) Primary Health centers h) Dispensaries i) Sub health centers j) Private hospitals	2010-11		10 1396 2 -- -- 15 46 36 330 80 (Source Jilla Panchayat)
	<b>(VIII) Banking commercial</b>	<b>Comparison of Annual Credit Plan sector wise for 2010-11 vs. 2011-12, (Amount in Rs. Crores)</b>		
Sector		2011-12 Amount	2012-13 Amount	Increase in percentage
1) Agriculture & Allied Activities		Rs. 2474.73	Rs. 2617.34	+ 5.76
OF WHICH CROP LOANS		Rs. 1946.06	Rs. 2263.60	+ 16.32
<b>2) Industries Sector (NFS)</b>		<b>Rs. 920.18</b>	<b>Rs. 1075.44</b>	<b>+ 16.87</b>
3) Tertiary Sector (OPS)		Rs. 803.96	Rs. 965.10	+ 20.04
<b>District Total</b>		<b>Rs. 4198.87</b>	<b>Rs. 4657.88</b>	<b>+ 10.93</b>
OF WHICH : SGSY		Rs. 4.38	Rs. 6.52	+ 48.86

Total No. of Commercial Bank in the District : = 38 Nos.

[23 nos. Public Sector Banks ; 15 nos. Private sector Banks]

The average population served per branch = 7539 nos.

Total no. of branches of the banks at the end of February, 2012 in the district = 504 Nos.

[Commercial Banks branches – 307 nos ; Private Banks branches – 61 nos. ; & Rajkot Dist. Co-op. Banks Ltd. branches – 136 nos.] In addition there are good number of urban co-operative Banks, among which Rajkot Nagrik Sahakri Bank is a Scheduled Bank.

	a) Commercial Bank Branches			307
	b) Rural Bank branches Product {Agri. sector, Industries Sector, Teritary sector}			202
	c) Co-operative bank products (crop.loan			136
	d) PLDB Branches (DLDB)			14
	<b>IX) Education</b>			
	a) Primary School			1845
	b) Middle Schools			---
	c) Secondary & Senior Secondary School			823 Govt.-33 Non Govt. granted – 345 Non Govt. unaided – 445
	d) Colleges			143
	e) Technical University			1
	f) Polytechnic			7
	g) Pharmacy College			14
	h) Engineering College			5
	i) Medical College			1

## 2.1 Existing Status of Industrial Area in the District : RAJKOT

Sr. No.	Name of the Industrial Area	Land Acquire (In hectare) (As on 2012)	Land Developed (In hectare) (As on 2012)	Prevailing Rater per (Sq. M) (In Rs.) w.e.f. 01.04.12	No. of Plots (As on 12)	No. of Allotted Plots (As on 12)	No. of Vacant Plots (As on 12)	No. of Unit in Production. (As on 2012)
01	Aji GIDC, Rajkot	83.960	83.960	4290/-	536	536	Nil	536
02	Bhaktinagar GIDC, Rajkot	08.8304	08.8304	6730/-	217	217	Nil	217
03	Gondal GIDC -I	13.25	13.25	900/-	98	98	Nil	98

04	Gondal GIDC- II	32.71	32.71	415/-	161	161	Nil	161
05	Jasdan GIDC	06.20	06.20	265/-	42	42	Nil	42
06	Jetpur GIDC	10.42	10.42	415/-	36	36	Nil	36
07	Kuvadva GIDC	53.83	53.83	200/-	285	285	Nil	285
08	Lodhika GIDC	424.126	424.126	1150/-	1534	1494	40	1494
09	Rafaleshwar GIDC	40.23	40.23	575/-	590	590	Nil	590
10	Wankaner GIDC	19.68	19.68	265/-	88	88	Nil	88
11	Upleta GIDC	05.23	05.23	265/-	42	42	Nil	42
12	Mota Dahisara GIDC	1.231	1.231		01	01	Nil	01
13	Paddhari GIDC	1.00	1.00	200/-	16	16	Nil	16
14	Morbi GIDC	08.80	08.80	965/-	157	157	Nil	157
15	Vaghasia GIDC	23.25	23.25	790/-	44	44	Nil	44
16	Dhoraji GIDC	22.31	22.31	265/-	59	59	Nil	59
	Total	755.0574	755.0574	17690/-	3906	3866	40	3866

**Proposed GIDC in Rajkot District:**

Sl. No.	Name of the Proposed GIDC	Land to be Developed (In hectare As on 2012)
01	Pardi Kangashiyali	400.00
02	Upleta GIDC ( Expansion of GIDC)	06.00
03	Rafaleshwar GIDC ( Expansion of GIDC)	36.00
04	Mitana (Chhatar)	137.00
05	Khrisra (Diagram)	495.85
06	Vaghasia	206.929

**Total : 1281.779**

### 3. INDUSTRIAL SCNERIO OF RAJKOT

#### 3.1 Industry at a Glance:

Sr.	Head	Unit	Particulars
1.	Registered Industrial Unit	No.	43711
2.	Total Industrial Unit	No	43711
3.	Registered Medium & Large Unit	No	86
4.	Estimated Avg. No. of daily worker employed in small scale industries	No	224220
5.	Employment in large and medium industries	No	24000
6.	No. of Industrial area	No.	16
7.	Turn over of small scale industries	In crore	15912 crores
8.	Turnover of medium & large scale industries	In crore	14600 crores

#### 3.2 YEAR WISE TREND OF UNITS REGISTERED

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT ( LAKH Rs.)
Up to	1984-85	7648	56199	6639.02
	1985-86	851	3285	478.20
	1986-87	1054	2783	438.15
	1987-88	1204	2997	375.19
	1988-89	1262	3018	487.60
	1989-90	1113	3593	888.43
	1990-91	1230	4195	1248.79
	1991-92	1249	4134	1206.83
	1992-93	1400	4853	1583.09
	1993-94	1402	4430	1442.64
	1994-95	1326	4494	2103.18
	1995-96	1350	5599	3176.02
	1996-97	1366	4368	2498.05
	1997-98	1400	4253	3260.04
	1998-99	1402	4168	4746.25
	1999-00	1436	3238	6330.70
	2000-01	1225	2928	5334.76
	2001-02	1154	7037	4631.47
	2002-03	558	1629	1930.12
	2003-04	829	2559	3055.10
	2004-05	771	3404	5283.36
	2005-06	760	2747	3897.08

	2006-07	194 + *533 = <u>727</u> (*E.M Part II)	10595	43143.03
	2007-08	900	12817	36739.29
	2008-09	1473	18338	53062.09
	2009-10	1916	18669	41690.83
	2010-11	2272	20687	70446.99
	2011-12	4433	31203	124865.46
	Total:	43,711	2,48,220	430981.80

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

NIC Code	Type of Industry	Number of Units	Investment (In Lakh)	Employment
20 22	Agro based Soda Water	2772 257	32193.39 456.90	14642 1835
23 24 25 26	Cotton Textile woolen, Silk, & Artificial Thread Based Cloth Jute & Jute Based Readymade Garment & Embroidery	5238	34013.64	15216
27 28	Wooden & wooden Based Furniture Paper & Paper Products	2433	28959.70	17593
29 30	Leather Based Rubber, Plastic. & Petro Based	2430	37751.39	14434
31	Chemical / Chemical based	1864	31145.49	16262
32	Mineral Based	3122	153098.4	24069
33	Metal Based (Fabrication)	6444	58818.87	38772
35	Engineering Units	5663	7563.98	28685
36	Electrical Machinery & Transport Equipment.	1977	20680.8	13225
97 01	Repair & Servicing Others	11360	68640.7	51130
	Kachori Making.			

**3.4(A) LARGE SCALE ENTERPRISES:**

<b>Sr.</b>	<b>Name of the Unit</b>	<b>Place</b>	<b>Taluka</b>
1.	Morbi Vegetables Products	Morbi	Morbi
2.	Decolite Ceramic Ltd.	Ghuntu	Morbi
3.	Ornet Ceramic Ltd.	Shakatshanala	Morbi
4.	Simpolo Vitrified Ltd.	Morbi	Morbi
5.	Osen Ceramic Ltd.	Makansar	Morbi.
6.	Ajanta Transistor Clock Mfd. Co.	Virpar	Tankara
7.	Ajanta Ltd.	Virpar	Tankara
8.	Ajanta Watch Ltd.	Virpar	Tankara
9.	Ajanta India Ltd.	Virpar	Tankara
10.	Prabhat Solvent Extraction Ind. Ltd.	Taraghadi	Paddhari
11.	Saurashtra Paper & Board Ltd.	Navagam	Rajkot.
12.	Rajesh Oil Ind. Ltd.	Rajkot	Rajkot
13.	Pankaj Overseas Ltd.	Rajkot	Rajkot
14.	Ind Oxygen Co. Ltd.	Kotharia	Rajkot
15.	Himatsu B met Ltd.	Kuvadva	Rajkot
16.	Gujarat Gas Co. Ltd.	Metoda	Lodhika
17.	Raju Engineers Ltd.	Veraval	Kotdasangani
18.	Atul Auto Ltd.	Shapar	Kotdasangani
19.	Archer Metal Ltd.	Shapar	Kotdasangani
20.	Radha Raman Agro Ind. Corp.	Shapar	Kotdasangani
21.	Gujarat Agro Ind. Corporation	Gondal	Gondal.
22.	MAP Cotton Ltd.	Gondal	Gondal
23.	Gujarat Telephones Cable Ltd.	Dhank	Upleta
24.	Scan Agro Ltd.	Dhoraji	Dhoraji
25.	Atul Oil Cake Ind. Ltd.	Dhoraji	Dhoraji.
26.	Manibhadra Ispat Ltd.	Shapar	Kotdasangani
27.	Amar Ceramic Industries.	Lalpur	Morbi.
28.	Amarsinhji Mills	Wankaner	Wankaner.
29.	Antic Granito Ltd.	Sartanpar	Wankaner.
30.	Shri Bhagavati Bright Bars	Shapar	Kotdasangani

### **3.4 (B) SPSU / CPSU / HEAVY INDUSTRIES IN GUJARAT**

1. Gujarat Alkalies & Chemicals Limited, Baroda, Gujarat
2. Gujarat State Fertilizers & Chemical Ltd., Baroda, Gujarat
3. NTC (Guj) Ltd. Ahmedabad, Gujarat
4. Reliance Industries Ltd. Jamnagar
5. Essar's oil Refinery, Jamnagar
6. Asia Motor Works, Bhuj
7. Gujarat Refinery (Nr. Ahmedabad)
8. Tata Motors, Sanand, Gujarat
9. Tata Chemicals, Mithapur.

### **3.4.(C) Large Scale Industries in Co-operative Base.**

<b>Sr.</b>	<b>Name of the Unit</b>	<b>Place</b>	<b>Taluka</b>
1.	<b>Shri Rajkot Lodhika Kharid Vechan Sangh</b>	<b>Tramba</b>	<b>Rajkot.</b>
2.	<b>Rajkot Jilla Sahkari Doodh Utpadan Sangh Ltd.</b>	<b>Rajkot</b>	<b>Rajkot.</b>

### **3.5 Major Exportable Item :**

Automobile parts (foundry items, forging, bearing). Machine tool, CNC Machine, Machinery, Pump set, Agro products, Ceramic Products.

### **3.6 Growth Trend:**

The current trend of Industrial growth is towards the engineering and auto ancillary sector (Foundry, Forging, Bearing, industries, tc.)

Annual growth is about 15 %

### 3.7 Vendorisation / Ancillarisation of the Industry :

Gujarat is going to become Automobile hub. Automobile companies like Asia Motor (Works) want indigenization of components and they are interested in Vendor development at Rajkot. Tata motors also have many vendors at Rajkot and they are looking for more vendors having new technology. Rajkot industries (MSMEs) have good potential to grow however MSMEs need to concentrate more on quality. M/s. Atul Auto, Rajkot has also sufficient no. of vendors. There is regular interaction of vendors and vendees there is tremendous scope of Vendorisation because several number of automobile manufacturers are likely to be set up in Gujarat.

### 3.8 MEDIUM SCALE ENTERPRISES

#### 3.8.1 List of the Units in Rajkot and near by Area

Sr.	Name of the Unit	Place	Taluka
1.	Prime Ceramic (Pvt.) Ltd.	Makansar	Morbi
2.	Comet Ceramic (Pvt.) Ltd.	Nava Jambudia	Morbi.
3.	Radiant Floor Tiles (Pvt.) Ltd.	Morbi	Morbi.
4.	Sakmi Ceramic (Pvt.) Ltd.	Morbi	Morbi.
5.	Saffron Ceramic (Pvt.) Ltd.	Morbi	Morbi.
6.	Landmark Tiles (Pvt.) Ltd.	Morbi	Morbi.
7.	Shriji Gold Ceramic (Pvt.) Ltd.	Lalpar	Morbi.
8.	Sogo Ceramic (Pvt.) Ltd.	Morbi	Morbi.
9.	Radhe Shyam Paper Mills (Pvt.) Ltd.	Morbi	Morbi
10.	Sanjay Ceramic Industries.	Morbi	Morbi
11.	Oris Ceramic.	Lalpar.	Morbi.
12.	Antic Granito (Pvt.) Ltd.	Ghuntu	Morbi.
13.	Opal Ceramic Industries	Makansar	Morbi
14.	Sharon Ceramic (Pvt.) Ltd.	Jambudia	Morbi.
15.	Zil Top Granite (Pvt.) Ltd.	Morbi	Morbi.
16.	Icon Ceramic (Pvt.) Ltd.	Morbi	Morbi.
17.	Intel Ceramic (Pvt.) Ltd.	Jambudia	Morbi.
18.	Comet Granito (Pvt.) Ltd.	Nava Jambudia	Morbi.
19.	Sorrento Granito (Pvt.) Ltd.	Morbi	Morbi
20.	Coral Granito (Pvt.) Ltd.	Lalpar	Morbi.
21.	Lorenzo Vitrified Tiles (Pvt.) Ltd.	Lalpar	Morbi

22.	Aser Granito (Pvt.) Ltd.	Morbi	Morbi.
23.	Max Granito (Pvt.) Ltd.	Jambudia	Morbi.
24.	Vita Granito (Pvt.) Ltd.	Jambudia	Morbi.
25.	Ajanta Electronics (Pvt.) Ltd.	Virpar	Tankara
26.	Varmora Granito (Pvt.) Ltd.	Dhuva	Wankaner
27.	Sent Ceramic (Pvt.) Ltd.	Dhuva	Wankaner
28.	Jet Granito (Pvt.) Ltd.	Dhuva	Wankaner
29.	Ramoji Granito (Pvt.) Ltd.	Dhuva	Wankaner.
30.	Umiya Ceramic (Pvt.) Ltd.	Dhuva	Wankaner.
31.	Senso Granito (Pvt.) Ltd.	Sartanpar	Wankaner.
32.	Bhoomi Packaging (Pvt.) Ltd.	Taraghadi	Paddhari
33.	K.V.Cotton Gining & Processing (P.) Ltd.	Targhadi	Paddhari
34.	H. M. S. Foods International	Taraghadi	Paddhari
35.	Ech Jay Ind. (Pvt.) Ltd.	Rajkot	Rajkot.
36.	Amul Industries (Pvt.) Ltd.	Rajkot	Rajkot.
37.	Rolex Rings (Pvt.) Ltd.	Rajkot	Rajkot
38.	M. R. Coatings (Pvt.) Ltd.	Rajkot	Rajkot
39.	Vikas Export Industries	Kangashiyali	Lodhika
40.	Jyoti C. N. C. Automation (Pvt.) Ltd.	Metoda	Lodhika
41.	Mogotex Industrie (Pvt.) Ltd.	Kangashiyali	Lodhika
42.	Orbit Bearings India (Pvt.) Ltd.	Metoda	Lodhika
43.	Balaji Wafers (Pvt.) Ltd.	Vajdi (Vad)	Lodhika
44.	He-Mac Casting (Pvt.) Ltd.	Metoda	Lodhika
45.	Silver Laminates (Pvt.) Ltd.	Shapar	Kotdasangani
46.	Isan Multi pack (Pvt.) Ltd.	Shapar	Kotdasangani
47.	Saar Auto Product (Pvt.) Ltd.	Shapar	Kotdasangani
48.	Patel Bras Works	Rajkot	Rajkot.
49.	Kangaroo Cement (Pvt.) Ltd.	Ardoi	Kotdasangani
50.	Isan Polymers (Pvt.) Ltd.	Veraval	Kotdasangani
51.	Aims Agro Product (Pvt.) Ltd.	Hadmatata	Kotdasangani.
52.	Sharda Plywood Products (Pvt.) Ltd.	Shapar	Kotdasangani
53.	Mahindra Saar Transmission (Pvt.) Ltd.	Shapar	Kotdasangani
54.	Shri Raam Protins (Pvt.) Ltd.	Bhunav	Gondal.

(Source DIC, Rajkot)

### 3.8.2 Major Exportable Items :

Ceramic Item, Agriculture Machinery, Auto Components, Bearings, Pump Sets

### **3.9 Service Enterprises :**

#### **3.9.1 SERVICE ENTERPRISES :**

1. Retail trade and small business
2. Transport operators
3. Auto service
4. Hostels for students from out side Rajkot city
5. Laundry and dry cleaning
6. Mess
7. TV/Tape/Radio repairing
8. Scooter repairing
9. Car Repairing workshops
10. STD/PCO/Xerox centre
11. Computer job working
12. Computer based Training centers
13. Mobile Repair
14. Courier Service
15. Coaching Classes
16. Beauty Parlor/Hair cutting saloon
17. Caterers and Decorators/Mandap Service
18. Laboratory Testing
19. Tailoring shop
20. Packers and movers
21. Color Lab/Studio
22. Banner Printing
23. Wooden furniture/Steel furniture Repairing
24. Cleaning in commercial complex
25. Electric Equipments Repairing
26. Hospitals/Nursing Homes/Medical Clinic

27. Tiffin Services to the Offices
28. E-Ticketing
29. Tours & Travels
30. Cable Network
31. I.T. Cafe
32. Computer Hardware Maintenance

### **3.9.2 Potential Areas for Service Industries**

1. Packaging
2. Printing
3. Hostels
4. Mess/Tiffin Service
5. Computerized Job work
6. Two wheeler/3 wheeler/4 wheeler service stations
7. Software Development Centers
8. Training and Educational Centers based on I.T.

### **3.10 Potential for New MSMEs**

1. School Uniforms
2. School Bags
3. Metallurgical /Chemical/Physical Testing Labs
4. Auto components
5. Casting for Lathe machines
6. Plastic containers
7. Vendor for CPSUS/Railways/Defence
8. Corrugated Boxes
9. Food Processing Industries
10. Ceramic Industries

11. Office furniture
12. Drinking Water
13. Cotton based industries
14. Herbal Products
15. Edible Oil
16. Agriculture implements
17. Plastic Bottles

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

##### **4.1 Details of Major Cluster:**

Major clusters are concentrated in Rajkot, Morbi, Kotda Sangani, Jetpur Talukas of the Rajkot District.

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

1. Gems and Jewellery
2. Diesel Engines
3. Foundry
4. Plastic Industries
5. Machine Tools
6. Automotive Parts
7. Textile Printing
8. Submersible Pump
9. Watch Parts
10. Silk Embroidery
11. Kitchenware
12. Ceramic Industries
13. Ball Bearing
14. Agriculture Equipment
15. Handicraft
16. Ginning and Pressing

#### 4.1.2 Service Sector :

1. Automobile Repairing
2. I.T. Cafe
3. Computer Training Centers
4. Computer Job working

#### 4.2 Details for Identified Cluster :

4.2.1 Name of the Cluster: **Rajkot Engineering Cluster**

1.	Principal Products Manufactured in the Cluster	Diesel Engine / Pump
2.	Name of the Association	Rajkot Engineering Association, Bhaktinagar Industrial Area, Rajkot
3.	No. of functional units in the cluster	375 No.
4.	Turn over of the cluster	Rs. 200 crores
5.	Value of Exports from the cluster	Rs. 40 Crores
6.	Employment in cluster	7500 Nos.
7.	Average investment in Plant & Machinery	Rs. 48 lakh per unit
8.	Major issues	1. Lack of innovation capabilities 2. SEVERELY HIT after the farmers were forced to switch to alternatives such as the submersible pumps due to falling water level in the Region. 3. Uncertainty in Export market 4. High competition from China due to light weight and lower cost.
9.	Access to Export Market	African countries, Middle East Companies, Saudi Arabia

Present Status of the Cluster:

A cluster development programme for Rajkot Engineering Cluster (Diesel Engine) was initiated by EDI, Ahmedabad in 2003. The intervention was supported by DC(MSME) under MSE-CDP scheme.

Interventions included BDS development in technology area, seminars on modernization and technology upgradation, buyers-sellers meet, quality upgradation, etc.

The cluster name appears in the list of innovation cluster since 2011.

It appears that the cluster units are slowly diversifying their product due to shrinking market of diesel engine. Due to this project of innovation cluster (Diesel Engine) is not making any substantive progress.

Design clinic seminar has already been done by NID, Ahmedabad. Interaction of NID with cluster actor is going on for implementation of design clinic scheme in cluster.

4.2.2. Name of the Cluster : **Machine Tool Cluster**

1.	Principal products manufactured in the cluster	Conventional, NC & CNC i) Metal cutting machines ii) Metal forming machines iii) Machine Tool spares
2.	Name of the Association	Rajkot Machine Tool Manufacturers' Association, 44, Shivanand Complex, 4 <sup>th</sup> Floor, Dhebar Road, Rajkot
3.	No. of functional units in the cluster	325 Nos.
4.	Turn over of the cluster	Rs. 800 Crores
5.	Value of Exports from the Cluster	Rs. 60 Crores
6.	Employment in Cluster	10000 nos.
7.	Average investment in Plant & Machinery	Rs. 40 lakh per unit
8.	Major issues	Shortage of labour. Skill Development Technology. Cluster Actors have proposed Machine Tool Park with Mini Tool Room
9.	Access to export Market	Italy, Germany, France, UAE, USA, Canada, Asian Countries, Bangladesh, Sri Lanka, Dubai, Saudi Arabia, UK, South Africa.

Present Status of the Cluster :

UNIDO has undertaken a technology upgradation programme among machine tool units in Rajkot.

In hard intervention, they have set up lab as common facility centre in NSIC campus of Rajkot (CMTI) Central Manufacturing Technology Institute, Regional Centre (Centre for Advancement of Manufacturing Technology)

The cluster actors are proactive in organizing exhibitions and participating in domestic/ international trade fairs.

NID, Ahmedabad is already in touch with the cluster to implement design clinic scheme.

UNIDO is already providing handholding support to the cluster through renowned experts of National level. UNIDO has arranged their visit to world class machine tool companies as well as small enterprises of Taiwan and Bangalore.

4.2.3 Name of the cluster :

**Ceramic Industry Cluster (Thangadh,  
Wankaner and Morbi Ceramic triangle)**

1.	Principal products manufactured in the cluster	Vitrified tiles, Wall Tiles, Floor Tiles, Sanitaryware, Glazed Tiles
2.	Name of the Association	<ol style="list-style-type: none"> <li>1. Gujarat Ceramic Floor Tiles Manufacturers' Association , Old Ghuntu Road, Morbi</li> <li>2. Morbi Sanitary ware Manufacturers' Association, Morbi.</li> <li>3. Thangadh Federation of Ceramic Industries, Thangadh</li> <li>4. Morbi Dhuva Glaze Tiles Association, Morbi</li> <li>5. Panchal Ceramic Association, Thangadh.</li> </ol>
3.	Name of SPV	M/s Shree Morbi Cera Lab Co-operative Society Ltd. C-10/12, Hari Chamber, Trajpar Char Rasta, N.H. No. 8-A, Tal. Morbi, Dist. Rajkot, Gujarat
4.	No. of functional units in cluster	597 Nos. (Micro-150, Small-297, Medium- 150)
5.	Turn over of the cluster	Rs. 5500 Crore
6.	Value of exports from the cluster	Rs. 2000 Crores
7.	Employment in Cluster	Direct – 20000 Indirect – 20000
8.	Average investment in plant and machinery	1 Crore/unit
9.	Major Issues	There is no standardization of raw material. No proper testing facilities for input material and finished good. High rejection rate.
10.	Access to export market	Middle East, African Countries, Sri Lanka, Bangladesh

Present Status of the Cluster:

State Govt. and Central Govt. has taken initiatives to extend support for further strengthening this cluster through interventions such as technology upgradation, quality improvement, setting up of CFC etc. with the active assistance of R&D institution (CGCRI)

Industries Commissionerate, Govt. of Gujarat has submitted a proposal for setting up of CFC in ceramic industry cluster, Trajpar, Tal. Morbi, Rajkot.

DSR has been validated in the meeting of SPV on 02.06.11 Appraisal has been done by SIDBI. Cluster division of DC(MSME) has recommended the proposal to steering committee for inprinciple approval so that complete proposal is submitted by State Govt.

NID Ahmedabad is already interacting with cluster actors for implementing Design Clinic Scheme.

#### 4.2.4. Name of the cluster : **Bearing Cluster**

1.	Principal products manufactured in the cluster	Ball Bearings, Taper Roller Bearings, Needle Roller Bearings, Cylindrical Roller Bearings
2.	Name of the Association	Rajkot Engineering Association
3.	No. of functional units in cluster	60 Nos. end producers 3- Medium, 57- small
4.	Turn over of the cluster	400 crores
5.	Value of export	220 Crores
6.	Employment in Cluster	6600 nos.
7.	Average investment in Plant & machinery	2 Crores
8.	Major issues	Scarcity of highly trained man power. Counterfits of bearing products. Global recession
9.	Access to export market	Arabian countries, Middle East, Dubai, USA, UK, Germany, Italy, Australia, Egypt, Sri Lanka, Nepal.

#### Present Status of the Cluster :

Diagnostic Study Report was prepared during 2006-07 under MSE-CDP. After validation of Diagnostic Study soft interventions were carried out from the year 2007-2008 to 2009-2010. Lean manufacturing has been implemented in several units of the cluster under NMCP scheme. Rejection has got reduced by 10%. 10 to 15% productivity improvement after intervention. Turn over of the cluster has improved by 20%. Export has improved by 20%. The cluster is very dynamic and innovative.

4.2.5 Name of the Cluster : **Foundry Cluster**

1.	Principal products manufactured in the cluster	1. Grey iron castings for oil engines, automotives, textiles, machine tools, pumps, valves, etc. 2. Graded casting and S.G.Iron
2.	Name of the Association	Rajkot Engineering Association, Bhaktinagar Industrial Area, Rajkot
3.	No. of functional units in the cluster	505 (micro 355, small 145, medium 5 nos)
4.	Turn over of the cluster	2700 crore
5.	Value of exports from the cluster	350 crores
6.	Employment in cluster	20000
7.	Average investment in Plant & Machinery	50 lakhs
8.	Major issues	1. Environmental measures 2. Energy efficiency 3. Lack of educated, experienced and qualified intellectual capital 4. Clean technology by introducing gas based cupola
9.	Access to export market	US, UK, Nigeria, Middle East, Germany

Present status of the cluster :

TERI has been promoting Energy Efficiency in Rajkot since 2002. DBC (Divided Blast Cupola) has been introduced in several foundry units in the cluster for better energy efficiency. TERI has established a strategic partnership with Indian Institute of Foundrymen, Rajkot Chapter to disseminate the DBC among the interested foundry units in the cluster.

Meanwhile Shri V.M.Jha, Dy. Director (Met)/ I/C of Br. MSMEDI, Rajkot has motivated the cluster actors to introduce gas based cupola because the same has become successful in Agra foundry cluster. Pilot project has been launched, trial has been done and it is expected that in coming years the foundry cluster will make Rajkot city pollution free.

Cluster actors are expecting special package from Govts. for foundry for clean technology and energy efficiency.

#### 4.2.6 Name of the Cluster : **Automobile parts, Rajkot**

1.	Principal products manufactured in the cluster	Connecting Rods, Pistons, Crank Shafts, Cam Shafts, Liners, Sleeves, Air cooled Block, Spares
2.	Name of the Association	Rajkot Engineering Association, Bhaktinagar Industrial Area, Rajkot
3.	No. of functional units in the cluster	303 nos.
4.	Turn over of the cluster	750 crores
5.	Value of export from the cluster	400 crores
6.	Employment of cluster	9500 nos.
7.	Average investment in plant & machinery	1.50 crores
8.	Major issues	Scarcity of highly trained man power. Global recession
9.	Access to export market	Europe, Middle East, Gulf.

Present Status of the Cluster ;

Most of the leading Automobile parts manufacturers are having their own foundry/forging. The cluster will see the growth when automakers start operations in Gujarat. The product will be more competitive due to less transportation cost. The units will move towards automation to beat the issue of man power shortage. About 50 nos. of units are suppliers to OEMs while remaining are small players which supply to the retailers. More than 300 types of parts for the automobile industry are produced here.

#### 4.2.7 Name of the Cluster : **Pump Set**

1.	Principal products manufactured in the cluster	Submersible Pump Set Centrifugal Pump Set
2.	Name of the Association	Rajkot Engineering Association, Rajkot
3.	No. of functional units in the cluster	161 nos.
4.	Turn over of the cluster	Rs. 300 crore
5.	Value of exports from the cluster	Rs. 55 crores
6.	Employment in cluster	4700 nos.
7.	Average investment in plant & Machinery	Rs. 43 lakh/unit
8.	Major issues	i) Only 25% of the unit have their own Brand. ii) There is no common testing facility for materials used for components of the pump
9.	Access to export market	Africa, middle East, and South Asia

Present Status of the Cluster ;

SIDBI – TERI prepared diagnostic study report in the year 2009 to implement business development service in foundry and pump set.

Awareness programmes were organized of star rating of BEE. Proposal has been submitted for common facility centre.

4.2.8 Name of the Cluster : **Gems & Jewellery**

1.	Principal products manufactured in the cluster	Gold and Silver jewelery
2.	Name of the Association	Rajkot Gems & Jewellery Association C/o R.C.Industries, Soni Bazar, Rajkot – 1. Tel. No. (0281) – 2233182 (newly formed Association under Chairmanship of Shri Jaysukhbhai. Regn. Awaited)
3.	No. of functional units in the cluster	5000 nos. (maximum units unregistered)
4.	Turn over of the cluster	Rs. 1000 Crores
5.	Value of export from the cluster	Rs. 200 Crores
6.	Employment in cluster	35000 nos.
7.	Average investment in Plant & Machinery	2 lakh / unit
8.	Major issues	1. Maximum units without EM part-II 2. Finance problem (liquidity problem) 3. Old Technology 4. Health Hazard of the labour
9.	Access to export market	UK, USA, UAE

## Present Status of the Cluster :

Unorganized sector. Maximum unit is unregistered. There was no Association till date. Formal inauguration of establishment of above cited Association was held on 08.07.12. MOU has been signed by Association with EDI, Ahmedabad to study the cluster under MSE-CDP programme. Survey is being done by EDI.

4.2.9 Name of the cluster : **Jasdan Agriculture Equipment Manufacturing Cluster. Taluka – Jasdan, Dist. Rajkot**

1.	Principal Products manufacturing in the cluster	Thresher, Tractor-Trailor, Fabrication
2.	Name of the Association	GIDC Association, Jasdan (unregistered) Gujarat Agriculture Machinery Manufacturers Association (GAMMA), 105, Royal Complex, Bhutkhana Chowk, Dhebar Road, Rajkot.
3.	No. of functional units in the cluster	50 nos.
4.	Turn over of the cluster	Rs. 12 Crores
5.	Value of export from the cluster	No direct export (not defined)
6.	Employment in Cluster	350 nos.
7.	Average investment in Plant & Machinery	7 lakh / unit
8.	Major issues	1. Shortage of skilled worker 2. Old Technology 3. Subsidy may boost up the sector
9.	Access to export market	African countries

Present Status of the Cluster :

NID, Ahmedabad has been advised by (Br) MSMEI, Rajkot to implement Design Clinic Scheme in the cluster. Local Association has no legal identity. Local Association work under umbrella of GAMMA (Gujarat Agriculture Machinery Manufacture Association) Shri Rajeshbhai Patel, President GAMMA suggests the facility of microcredit may be created at Jasdhan for micro enterprises.

4.2.10 Name of the Cluster : **Rajkot Plastic Manufacturing**

1.	Principal products manufactured in the cluster	PVC Pipe, Poly Containers, PVC Bags, Plastic Packaging, Boxes and moulding items, injection moulded items
2.	Name of the Association	Rajkot Plastic Manufacturer Association, Ahiya Complex, Gondal Road, Rajkot
3.	No. of functional unit in the cluster	800 nos
4.	Turn over of the cluster	50 crores
5.	Value of export from the cluster	5 crore
6.	Employment in the cluster	6000 nos.
7.	Average investment in Plant & Machinery	70 lakh/unit
8.	Major issues	1. Problem in regular supply of raw material from Reliance. 2. Shortage of skilled labour
9.	Access to export market	South Africa, Dubai, Arab countries

Present Status of the Cluster ;

Common Testing Lab. Is required for the cluster. The cluster actors are proactive in organizing exhibitions and participation in domestic/international trade fare. NID has already organized awareness seminar in 2011-12 to implement Design Clinic Scheme.

4.2.11 Name of the Cluster : **Jetpur Textile Cluster (Dying, printing), Dist. Rajkot**

1.	Principal products manufactured in the cluster	Dyeing & Printing of various textile items
2.	Name of the Association (SPV)	Jetpur Dyeing & Printing Association, Jetpur
3.	No. of functional unit in the cluster	1200 nos.
4.	Turn over of the cluster	1500 crore
5.	Value of exports from the cluster	1000 crores
6.	Employment in cluster	45000 nos. (80% daily wages, 20% permanent)
7.	Average investment in Plant & Machinery	50 lakh/unit
8.	Major issues	Environmental issues
9.	Access to export market	African countries

Present Status of the Cluster :

Environmental issue is the main issue for the cluster. A project of common effluent treatment plan of Rs. 26 crore has been submitted to SIDBI for appraisal to get the benefit of MSE-CDP programme. NOC from Pollution Control Board has been obtained for the same. But villagers are not agreeing for such plant in the area. It appears that the project will come after getting the Nod of villagers because the villagers will get unpolluted water for irrigation.

4.2.12 Name of the Cluster : **Jasdan Handicraft Cluster**

1.	Principal products manufactured in the cluster	Oxidize, Meenakari, Brass and Metal Products like Jewellery box, Bangle box pooja box, dry fruit box, minakari tray, multi-purpose box.
2.	Name of the Association	JHMA (Jasdan Hastkala Mfg. Association)
3.	SPV	Handicraft Development Society, Jasdan
4.	No. of functional units in the cluster	120 nos. (70 nos. of units having EM part II)
5.	Turn over of the cluster	250 crores
6.	Value of exports from the cluster	50 crores (indirect)
7.	Employment in cluster	6000 Nos.
8.	Average investment in Plant & Machinery	10 lakh / unit
9.	Access to export market	USA, Indonesia, Dubai, Indian Sub continents, Middle East

Present Status of the Clustr :

The cluster is still unorganized, 50 nos. of units are not having EM Part-II out of 120 nos. of mfg. unit. Direct export from the cluster is very nominal, but merchandise exporters export the handicraft items made in Jasdan. It is a seasonal business on domestic front, most of the demand comes mainly during the time of marriage and festivals. Summer is generally a dry period for the industry. The Association has interacted with District Collector, Rajkot demanding allotment of land for developing Jasdan handicraft Park where all the units can come and work. Meeting of the cluster actors with District Collector/DIC officials/MSMEDI(Br),Rajkot official was held on 7<sup>th</sup> July, 2012 . MSE-CDP programme was detailed by our officials.

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

1. CLCSS : There should be some mechanism for tracking of application status.
2. Bankers avoid to accept the cases under CGTMSE and insist for the collateral security.

## '8. STEPS TO SET UP MSMEs:

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

Sr. No.	Type of assistance	Name & Address of Agencies
1.	Provisional Registration Certificate (EM-I) & Permanent Registration Certificate (EM-II)	District Industries Centre, Block No. 2, 1 <sup>st</sup> Floor, Bahumali Bhavan, Rajkot – 360 001 Tel: (0281) – 2476376
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	(Br) MSME DI, 3 <sup>rd</sup> Floor, Annexie Building, Amruta(Jasani) Building, Nr. Girnar Cinema, M.G.Road, Rajkot – 360 001 Tel: (0281) – 2471045)
3.	Land and Industrial shed	Gujarat Industrial Development Corporation (GIDC), “Navsarjan”, Opp: Swaminarayan Gurukul, Gondal Road, Rajkot – 360 002 . Tel: (0281) – 2362925
4.	Financial Assistance	Commercial Banks, Corporation Banks, SIDBI, 1 <sup>st</sup> Floor, “Nirmal”, 7, Ramkrishna Nagar Corner, Opp: Municipal Commissioner Bungalow, Off Yagnik Road, Rajkot – 360 001. Tel.: (0281) – 2465083
5.	For raw materials under Govt. supply	Capacity Assessment, MSMEDI (Br), Rajkot; Industries Commissioner, Gandhinagar NSIC, Aji Industrial Area, Bhavnagar Road, Rajkot – 360 003 Tel: 0281-2387395/96
6.	Plant and machinery under hire/purchase basis	NSIC – do -
7.	Power / Electricity	Paschim Gujarat Vij Seva Sadan, Nana Mava Main Road, Laxmi Nagar, Rajkot – 360 004 Tel: 0281 – 2380425
8.	Technical know-how	MSMEDI (Br), Rajkot NSIC, Rajkot
9.	Quality & Standard	BIS, 1 <sup>st</sup> Floor, NSIC Tech. Centre, Rajkot Tel (0281) – 2385157
10.	Marketing / Export Assistance	MSMEDI (Br), Rajkot NSIC, Rajkot
11.	Other promotional Agencies	CED, Rajkot; IGTR, Ahmedabad; GITCO, Ahmedabad; CIPET, Ahmedabad, NID, A’bad; GSFC, Ring Road, Race Course, Rajkot Tel(0281) – 2479292, NABARD