



Govt. of Rajasthan
Department of Industries

EXPORT POTENTIAL SURVEY
District- Tonk
2020



District Industries Centre, Tonk (Raj.)

Phone- 01432-247328

Email- dictonk@rajasthan.gov.in

DISTRICT INDUSTRIES CENTRE, Tonk

YEAR 2020-21

INDEX

S. No.	Chapter	Summary	Page
1.	Chapter –I District Profile	1. District at a Glance 1.2 Administrative Setup	
2.	Chapter –II Industrial Profile	2.1 Existing Industrial Areas	
3.	Chapter – III Export	3.1 Major Products Exported from District 3.2 Other Products/ Sectors with Potential to Export in future	
4.	Chapter –IV Issues / Bottlenecks	4.1 LACK OF EXPORT KNOW HOW 4.2 LACK OF PACKAGING AND BRANDING 4.3 LACK OF MARKETING AND STANDARDISATION 4.4 LACK OF TECHNICAL SUPPORT	
5.	Chapter –V Suggestions	5.1 Interventions required 5.2 Training and Development needs for identified export products	
6.	Chapter –VI Export Data Analysis		

CHAPTER – I

DISTRICT PROFILE

1. General Characteristics of the District

Historical background:-NawabiNagari 'Tonk' is famous not only in Rajasthan but also all over India for its historical legends. As per the history, Jaipur's King Man Singh conquered Tari & TokraJanpad in the regime of Akbar. In 1643 twelve village of TokraJanpad given to Bhola Brahmin. Later Bhola gave a name to these twelve villages as 'Tonk'. The history of Tonk is very old as it is connected with Bairath culture & civilization. Tonk has been called Rajasthan ka Lucknow, AdabkaGulshan, Romantic poet Akhtar ShreeraniKiNagri, MeetheKharboojokaChaman, Hindu Muslim EktakaMaskan and as result of which Tonk could keep an isolated status in Rajasthan.

It is known as SAMWAD LAKSHYA in Mahabharat period. In the regime of Mouryas, it is under mouryas then it was merged in to Malvas. Most of the part was under Harsh Vardhan. As per HEVAN SANG, tourist of China, it was under Bairath State. In the regime of Rajputs, the parts of this state are under Chavras, Solankis, Kachvahs, Sisodiyas and Chouhans. Later, it was under the regime of King Holkar and Sindhia.

In 1806, Amir Khan conqurred it from Balvant Rao Holkar. Later, British government gained it from Amir Khan. As per the treaty of 1817, British government returned it to Amir Khan.

ON 25th March 1948, when NawabMohd. Ismile Ali Khan was the ruler; Tonk was merged in to Rajasthan including an area of Tonk and Aligarh Tehsils of old Tonk State Newai. Malpura, Toda Raisingh and Uniara of Jaipur State, Deoli of Ajmer, Marwar and 27 villages of Bundi.

1.1 Location & Geographical Area.

The District Tonk is situated on National Highway No. 12 at distance of 100 kms from Jaipur. It is located between longitudes $75^{\circ}07'$ to $76^{\circ}19'$ and latitude $25^{\circ}41'$ to $26^{\circ}34'$. It is bounded in the north by Jaipur district, in the east by SwaiMadhopur districts and in the west by the Ajmer district. The total geographical area of Tonk district is 7.16 lac hectares, but for land utilization purpose the area is reported to be 7.19 lacs hectares in 2002-03 as per land record papers. Tonk district occupies 20th position among the existing 33 districts of the state; so far its area is concerned.

The total area of the District is 7194 sqkms.

1.2 Topography-

It is surrounded by 5 districts i.e. in north Jaipur, in South Bundi&Bhilwara, in East Ajmer and in West Sawaimadhpor districts. Average rain fall is 62 mm. Agriculture and animal husbandry are the main occupation of the people.

1.1 TONK DISTRICT AT A GLANCE

01	AREA	:	7194.00 Sq. Kms.
02	POPULATION	:	
	i. Total Population 2011	:	1421326
	ii. Rural population	:	1103603
	iii. Urban Population	:	317723
	iv. Density	:	198 per km.
	v. Sex Ratio	:	949(per 1000 males)
	vi. Literacy	:	749659
	Male	:	476329
	Female	:	271330
03	i. No. of Towns	:	6
	ii. No. of Municipalities	:	6
04	i. No. of Villages inhabited	:	1152
	ii. No. of Villages uninhabited	:	82
	iii. No. of Villages	:	1200
	iv. Panchayat Samities	:	6
	v. No. of Tehsils	:	8
	vi. No. of Sub Division	:	7
05	AGRICULTURE	:	
	i. Total Cultivated Area	:	41905 Hct.
	ii. Double Cropped Area	:	211680Hct.
06	TOTAL WORKING FORCES	:	495797
07	IRRIGATION	:	
	i. Total Irrigated Area	:	302076
	ii. Area Irrigated by Canals	:	59655
	iii. Area Irrigated by Well	:	178805
	iv. Area Irrigated by other sources	:	37520
	v. Area Irrigated by Tanks	:	1253
	vi. Area Irrigated by Tube wells	:	25036
08	(A) TOTAL LIVESTOCK	:	1208624
	POPULATION No.	:	

	(B) POULTRY	:	49122
09	AREA UNDER FOREST	:	27063Hct.
10	MINERAL AVAILABLE	:	Garnet, Quartz Feldspar, Silica-Sand, Building Stone, Bazri, Patti Katla, Granite, Hyaliteshiest
11	AVERAGE RAIN FALL	:	61.36 Cm.
12	NO. OF INDUSTRIAL AREAS	:	6
	i. No. of Plots Planned	:	844
	ii No. of Plots Allotted	:	808
13	NO.OF VILLAGE ELECTRIFIED	:	1090
14	TRANSPORT & COMMUNICATIONS	:	
	i. Total Road Length	:	3498.98Km.
	ii. No. of STD/PCO's	:	76
	iii. No. of post office	:	222
	iv. No. of Vehicles registered	:	255577
	v. No. of Bank Branches	:	161
	EDUCATION FACILITIES NUMBER OF	:	02
	i. Universities	:	
	ii. DegreeColleges&LawCollege	:	28
	iii. Management College	:	01
	iv. Polytechnic College	:	02
	v. Nursing Training Institute	:	02
	v. I.T.I.	:	34
16	EXISTING INDUSTRIAL STATUS	:	
	i. No. of large/Medium Scale units	:	7
	ii. No. of Small Scale Units	:	11895
	iii. Investment in Plant & Machinery (Rs. In lacs) in MSME Sector	:	42803.52
	iv. No. of Employment Generated (in nos.) From MSME Sector	:	46539

1.2 Administrative Setup

The Tonk District at present have seven sub-division viz. Tonk, Malpura , Peeplu , Newai, Deoli, Todaraisingh, Uniara and Dooni comprising eight Tehsils and six panchayat samities. The details of administrative set up in Tonk district is given in the Table

TABLE
ADMINISTRATIVE SET-UP OF THE DISITRICT

SUB DIVISION	TEHSILS	PANCHAYAT SAMITIES	NO.OF VILLAGES INHABITED	TOWNS
1. Tonk	1. Tonk	1. Tonk	135	1. Tonk
2. Peeplu	2. Peeplu	-	119	-
3. Newai	3. Newai	2. Newai	204	2. Newai
4. Deoli	4. Deoli	3. Deoli	83	3. Deoli
5. Uniara	5. Uniara	4. Uniara	211	4. Uniara
6. Malpura	6. Malpura	5. Malpura	161	5. Malpura
7. Todaraisingh	7.Todaraisingh	6. Todaraisingh	141	6. Todaraisingh
	8. Dooni		91	
Total : 7	Total : 8	Total : 6	1145	Total : 6

Chapter – II

INDUSTRIES PROFILE

2.1 EXISTING INDUSTRIAL AREAS :

2.1 Existing Status of Industrial Areas in the District Tonk:

S. N .	Name of Industrial Area	Area Acquired (Acres)	Plots Developed (Number)	Plots Allotted (Number)	Plots Vacant (Number)	Plots Under Construction (Number)	units in Production (Number)	plot under dispute
1	Tonk	100.00	146	136	0	4	132	10
2	Newai	62.50	92	92	0	2	90	0
3	Malpura	101.91	168	148	17	3	124	3
4	Deoli	59.29	132	118	07	2	116	7
5	Newai(IID)	155.44	250	248	1	22	225	1
6	NewaiPhase -II	121.63	29	09	12	03	04	8
Total		600.77	817	751	37	36	691	29

(Source: Rajasthan State Industrial Development and Investment Corporation Ltd.)

2.2. INDUSTRIAL SCENERIO OF TONK :

Industry at a Glance

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	4559
2 .	TOTAL INDUSTRIAL UNIT	NO.	10,000 (Approx.)
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	07
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN MSME INDUSTRIES	NO.	29392
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	1630
6.	NO. OF INDUSTRIAL AREA	NO.	6

List of Large Scale Industries as on 31.03.2019

S. N.	Name and address of the unit	Name of Product	Installed Capacity (with Unit)	Gross Capital Investment (Rs. In Crore)		Empl oy- ment No.
				Fixed (Plant & Machienery Rs. In Crore)	Working (Rs. In Crore)	
1	2	3	4	5	6	7
1	M/S Dabur India Ltd. G-50-59, IID Center, Road No. 1, RIICO Industrial Area NewaiDistt. Tonk	Real Fruit Juice/ Drinks	33165 KL	39.65	Centralized	125
2	Kalpataru Power Transmission Limited Biomass Energy Division V.P. Khatoli, Uniara Dist. Tonk (Raj.) 304024	Power Generation	8.0 MW Power Plant 8000 Units Per Hour	43.48	11.69	150
3	SidharthPolysacks Pvt. Ltd. F1 to F4 & G17 to G20 Riico Industrial Area, Banasthali Mod IID Center, Newai Dist. Tonk	Manufacturing of PP,HDPE Woven Sack Bags	12000 MT	41.04	0	189
4	National Engineering Industries Ltd. Village Gunsu Post Mundia Via- NewaiDistTonk 304021	Ball Bearings	4496 HP	281.78	73455.57	269

Chapter – III

Export

3.1 Major Products Exported from District

- Namada handicraft.Rs 3 crore
- Slate Stone, limestone, sandstone and quartzite :Rs.50 crore
- De oiled cake.Rs.05 crore
- Ramming mass Rs. 10 crore
- Garments Rs. 25 crore
- Carpets & Durries Rs. 03 crore

Note : - These items are exported directly or through export houses.

3.2 Other Products/ Sectors with Potential to Export in future:

1. Mustard & Groundnut oil apporx production 2 lakh MT
2. Handicrafts, Lakh Bangles,
3. Red Chilli Powder and Guava Pulp, Fruilt Juce
4. Agricultural Equipments and Ball Bearings

Chapter – IV

Issues / Bottlenecks

- 1) **LACK OF EXPORT KNOW HOW**– Most of the units have no idea about export. They want to remain in comfort zone. due to lack of export .The units get a very less margin.
- 2) **LACK OF PACKAGING AND BRANDING** –These Units are directly selling their products to big brands and exporters. due to lack of proper branding exporters don't take interest.
- 3) **LACK OF MARKETING AND STANDARDISATION** – Due to lack of standardisation exporters don't feel confident in exporting substandard product. inspite of high quality of product, due to lack of standardisation. These products are non representable.
- 4) **LACK OF TECHNICAL SUPPORT** – Most of the units lack trained staff, due to conventional approach their products are not at-par with exporters' requirements.

Chapter – V

Suggestions

5.1 Interventions required-

- Export seminars and exposure visits
- Training on export through Ni-MSME Hyderabad.
- Training on export documentation and procedures.
- Fiscal and policy incentives for exporters.
- Need of sectors specific policy.
- Infrastructure support i. e. rail connectivity and air connectivity.

5.2 Training and Development needs for identified export products –

- Standardization and certification of products.
- Training of freight forwarders and customs brokers.
- Know how of to pack goods for export.
- Information of potential export customers.
- Assessment of products suitability for export markets.
- Know how of international trade logistics.

Chapter –VI

Export Data Analysis

Major Export Units of Tonk district is given below in table-

Sr. No	Name of Unit & Address	E-mail Tel./ Fax /Mobile No.	Item (S) Exported	Export Info.Year (2019-20) (Rs. In Lacs)	Country
1.	Raghav Productivity enhancers Ltd. Aliyabad, Newai	Mobile. No. 8068091066 , 8048761922	Ramming Mass	00.900	U.S.A., CHINA, QATAR, KUWAIT
2.	Crystal Impex Pvt. Ltd. E 275-277, IID Center, Phase II, Newai	Mobile. No. 0998114200, 8878844845	Slate Stone, Lime Stone, Sand Stone	400.00	U.S.A., EUROPE, CANADA, U.A.E.
3.	Balaji Stone G-1-17, Industrial Area Deoli, Tehsil- Deoli, Tonk	Mobile. No. 8306172690	Slate Stone, Lime Stone, Sand Stone	500.00	U.S.A., EUROPE, CANADA, U.A.E.
4.	Sorabh Exports , Bada Kuwa, Tonk	Mobile. No. 9414249013	Namda Toys and Velvet	150.00	U.S.A.
5.	Sky Overseas , G-74, , IID Center, Phase II, Newai	Mobile. No. 9829050725	Textile Garments, Home Furnishing	1500.00	U.S.A.
6.	D.K.B. Opticals, H-27-28, , IID Center, Phase II, Newai	Mobile. No. 9829050725	Opticals Lens	50.00	Hongkong
7	Sarit Impex, H-141 , IID Center, Phase II, Newai	Mobile. No. 9829014845	Textile Garments,	200.00	Italy, Spain, Europe

