



Situation Analysis for SME
Sector

Sawai Madhopur
/ Alwar

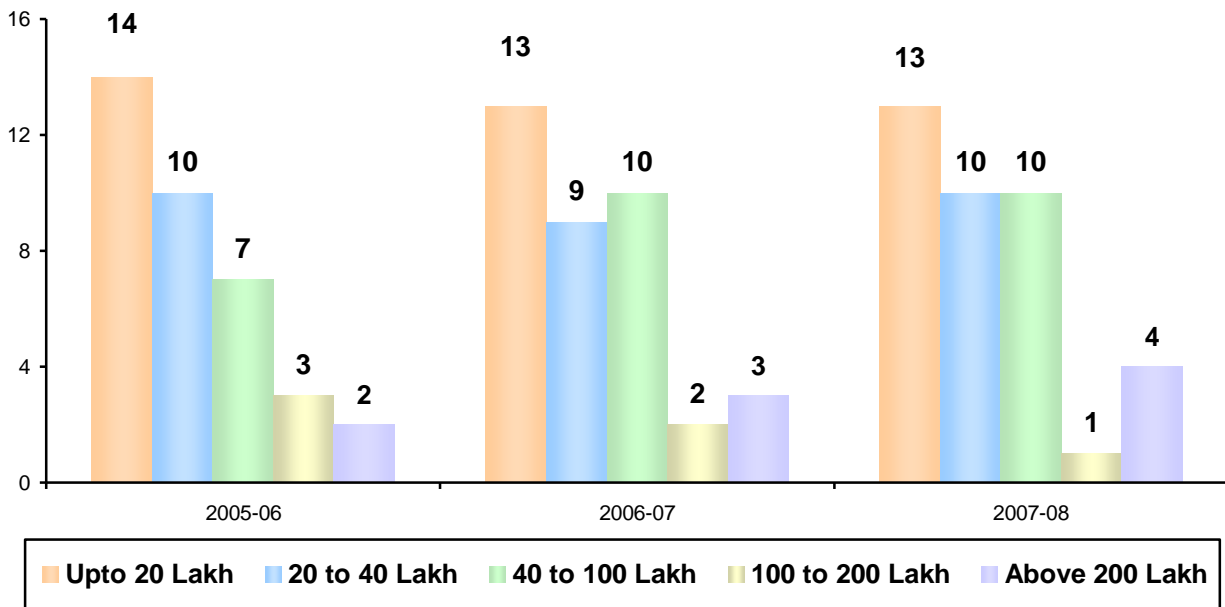
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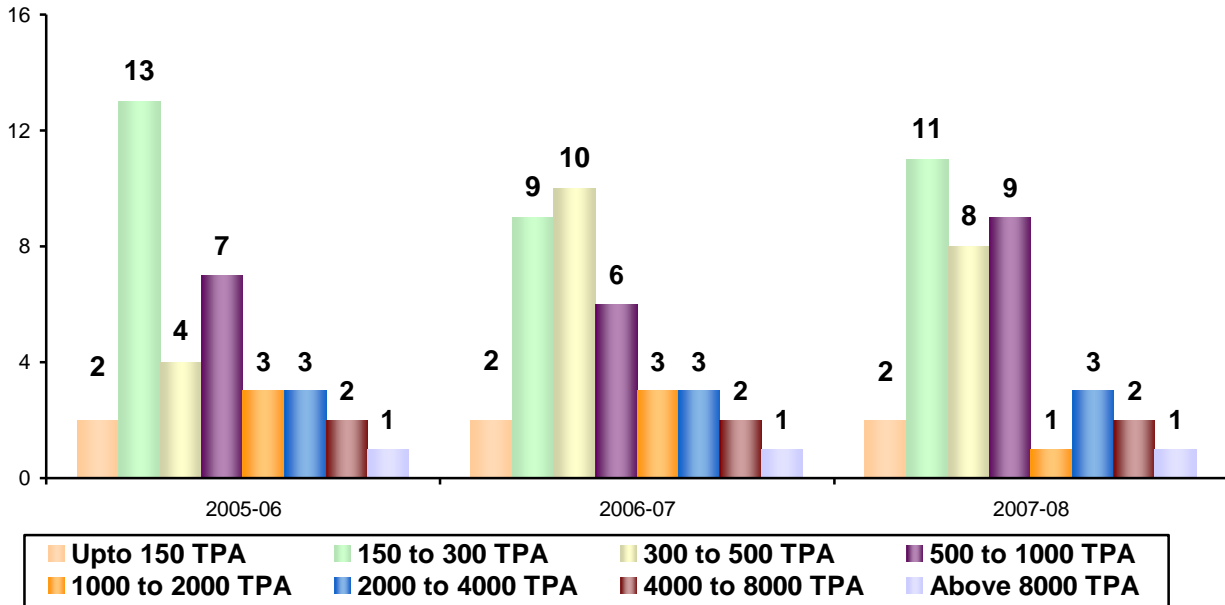
By

 **ACNielsen ORG-MARG**

SUMMARY OF FINDINGS

- There are approximately 50 units in this cluster who are engaged in extraction of various types of edible oils.

➤ **ANNUAL TURNOVER****Annual Turnover (In Lakhs)**

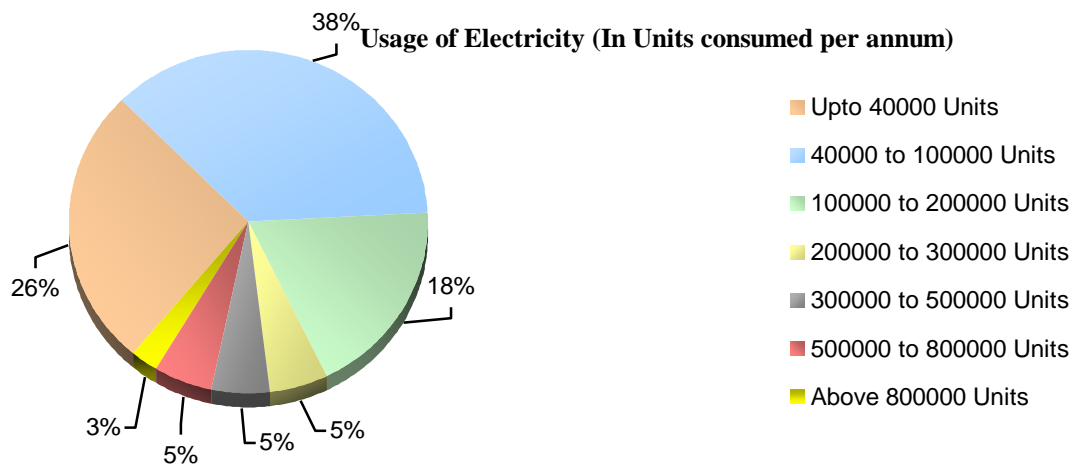
➤ **PRODUCTION****Annual Production (In Tonnes)**

➤ **ENERGY REQUIREMENTS**

• CUMULATIVE FUEL USAGE

	Qty consumer per annum	Number of Units using the fuel
Electricity	5177712Units	38
High Speed Diesel	300000 Liters	1

• USAGE OF ELECTRICITY (IN UNITS CONSUMED PER ANNUM)

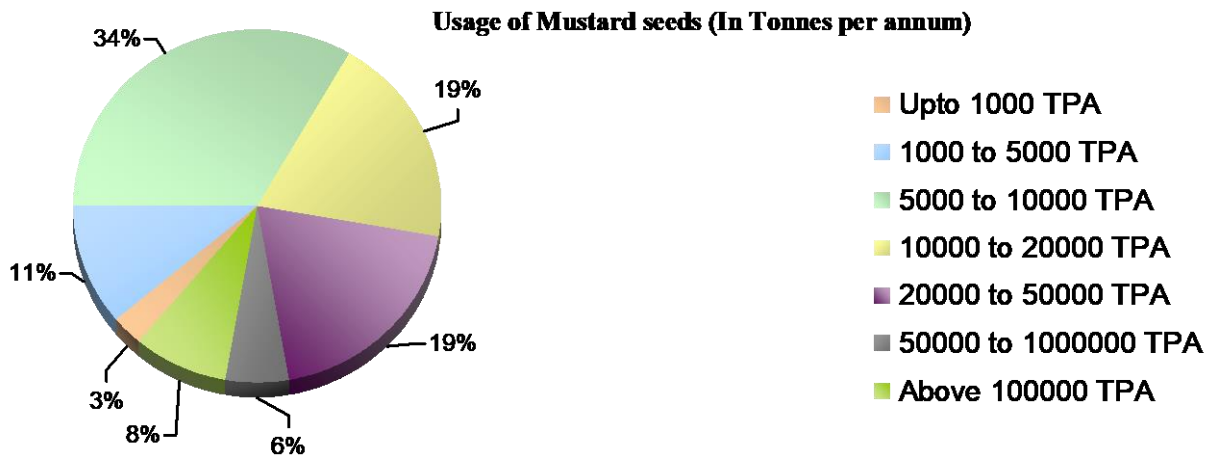


➤ **RAW MATERIAL REQUIREMENT**

• CUMULATIVE RAW MATERIAL USAGE

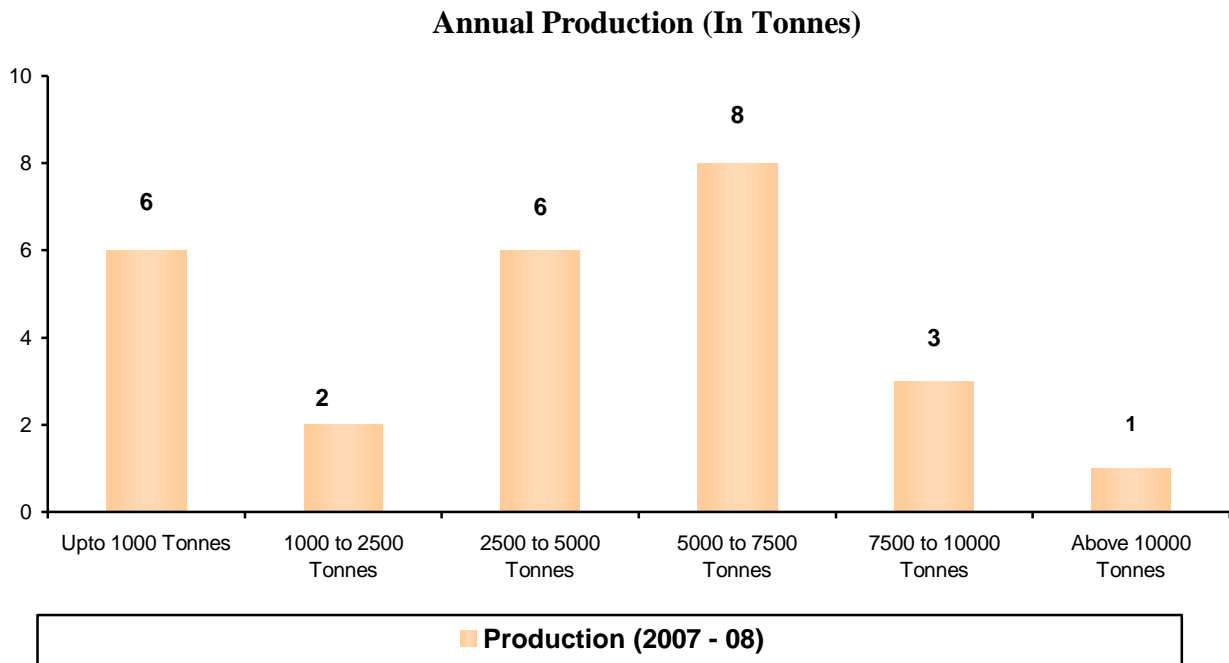
	Qty consumer per annum	Number of Units using the raw material
Mustard Seeds for oil extraction	1031169 Tonnes	36

- USAGE OF MUSTARDSEEDS (IN TONNES PER ANNUM)



Alwar

- There are approximately 40 units in this cluster who are engaged in oil extraction, some units are also spread across Khairthal.

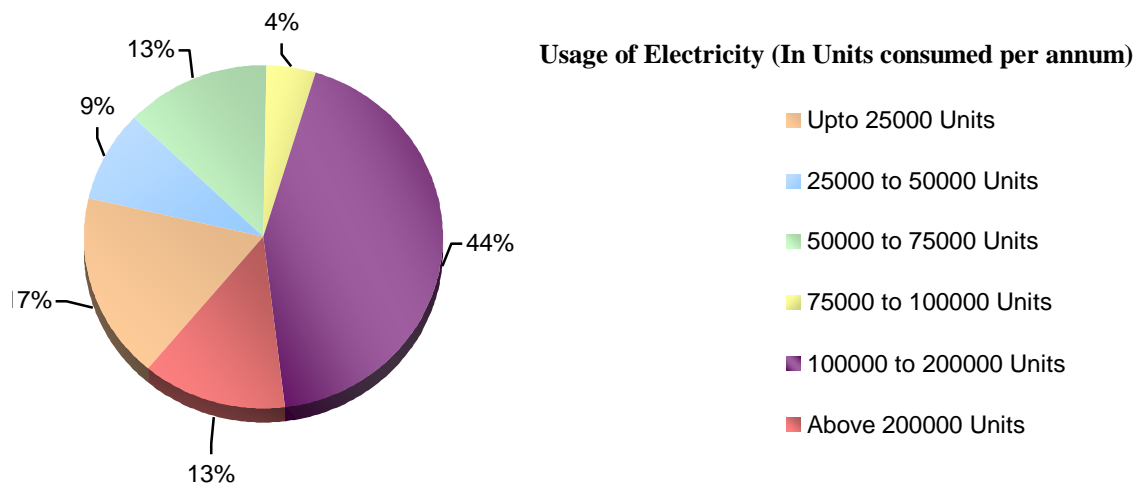
➤ PRODUCTION

➤ **ENERGY REQUIREMENTS**

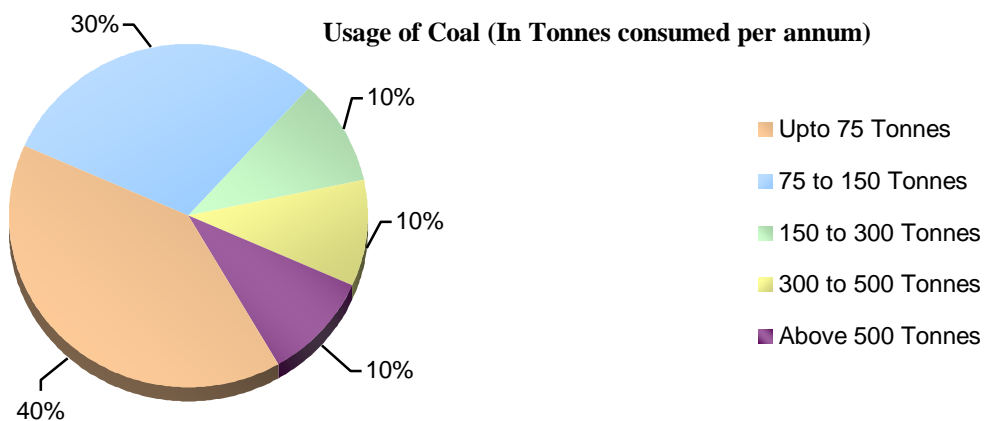
• CUMULATIVE FUEL USAGE

	Qty consumer per annum	Number of Units using the fuel
Electricity	4971902 Units	24
Coal	1788 Tonnes	10

• USAGE OF ELECTRICITY (IN UNITS CONSUMED PER ANNUM)



• USAGE OF COAL (IN TONNES PER ANNUM)



➤ **RAW MATERIAL REQUIREMENT**

- CUMULATIVE RAW MATERIAL USAGE

	<i>Qty consumer per annum</i>	<i>Number of Units using the raw material</i>
<i>Mustard Seed</i>	<i>1150 Tonnes</i>	25

FIELD OBSERVATIONS

- ✓ The units in Alwar and Kahairthal are in operation since last 10 –15 yrs whereas in Sawai Madhavpur the units are running since 1970 / 1980. As an essential oil, mustard oil is toxic because of its high content of allyl isothiocyanate.
- ✓ Industrial areas are Alwar, MIA, Khairthal, Tijara, Malgodam Road, Gangapur, Kherda, Gandhi Chowk
- ✓ Approx 30 to 35 units are in Alwar & approx 40 units in Sawai Madhopur, both the locations produce by & large mustard oil – refined as well as Kolhu. Mustard is grown where rainfall intensity is low and water availability is also low
- ✓ Although mustard seeds and powder do not contain allyl isothiocyanate, it is formed when the seeds came in contact with water and the essential oil is formed when a glycoside decomposes due to enzymatic action.
- ✓ The units in the cluster are using their own technology and the process is mehanised. The units are in operation in the general shift only except for some units which are running for 12 hours.
- ✓ Power availability is a major issue, in some areas its there for only 10 hours whereas in certain areas its there for 14-16 hours. The most worst affected areas are Gangapur, Kherda. Majority of the units are having LT connection through the grid.
- ✓ The raw material used are Mustard seed & the other additives are Mahua, Arandi ,Guava. The raw material is sourced from local mandi as it's the crop grown in deserts.
- ✓ The labour is easily available and there is no skilled labour employed, the process to a great extent mechanized.
- ✓

Equipments

The major equipments are :-

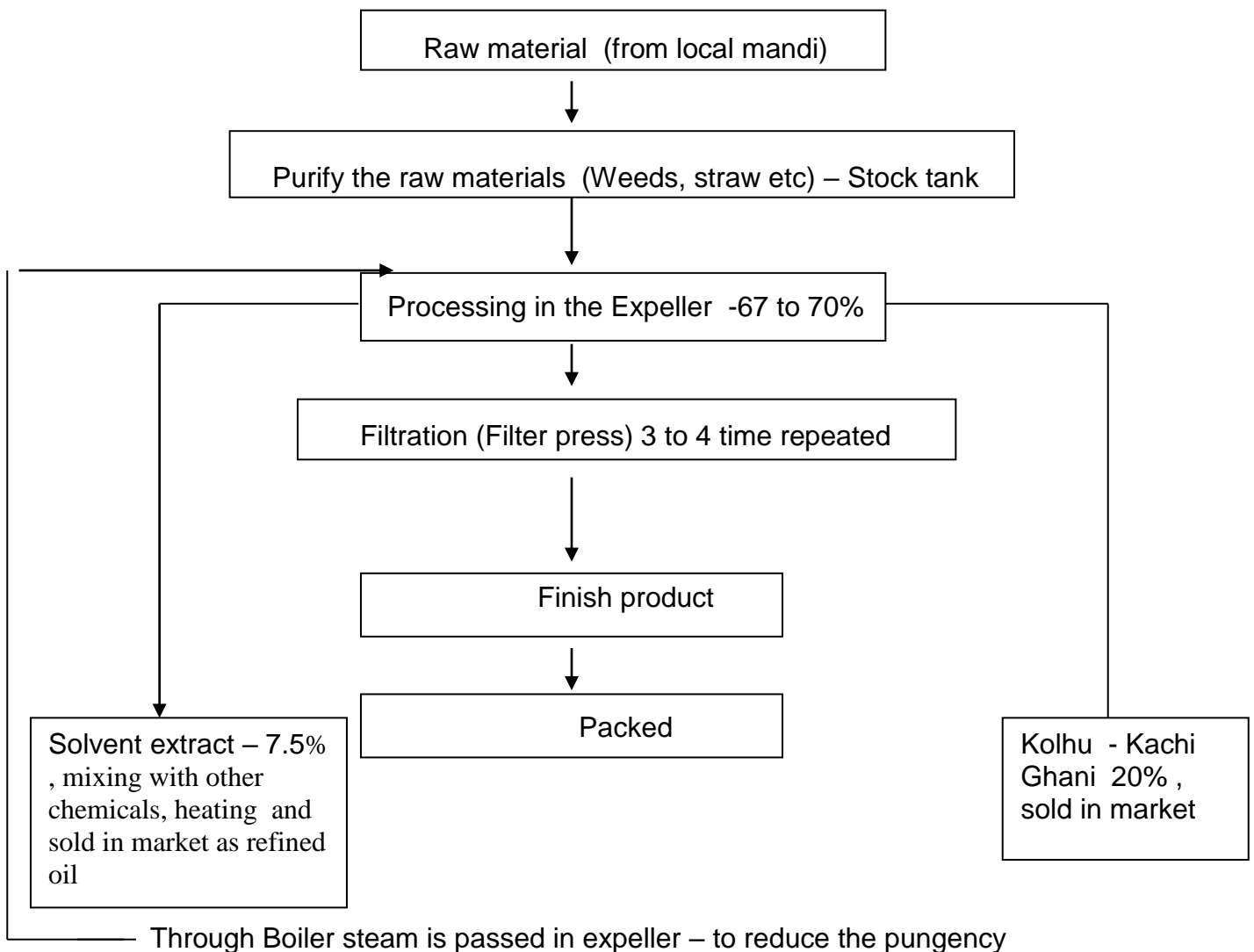
- Oil Expellers
- Oil Filter Press
- Seed cleaners
- Elevators
- Round kettle
- Screw press
- Worm wheel
- Kolhu (Kachi Ghani)

- Plunger pumps etc.

Source of Power

- Power supply by Rajasthan State Electricity board.
- Alternate sources of power D.G. Sets.
- Peak hr. in morning 7 to 9 a.m & evening 6 to 9 p.m
- Per unit rate Rs. 4.80 to Rs. 5.60

Manufacturing Process



- ✓ In cases where solvent plant is not there mustard cake is formed - 7.5%

- ✓ In case of kolhu the capacity is 20 kg/hr, expeller –800kg/hr. In one unit there are 2/3 expellers to a maximum of 10 expeller whereas there are 96 to 120 kolhu in a unit.



Raw materials





Filter Press





Conveyer belt to enter Kolhu



Kolhu-1



Kolhu-2



Kohlu- 3



Passing from Expeller



Expeller



Expeller



Pulley



Filter



Filter pump



Oil



Oil



Oil tank



Packed products

Bankers

- ✓ The units have taken the bank help for CC limits; there is no term loan for any equipment.

Dena bank
Mohala Sheesh ground, Near Gopala cinema Hall, Alwar.
Ph- 0144-245415/2347615

Punjab National Bank
Alwar, M.I.A, Rajasthan-301030
Ph-0144-2881376

State Bank of India
MIA, Alwar
Ph-0144-2881837,

Indian Bank
Station Road, Alwar
Ph-0144-2701256

HDFC Bank Bhagat
Singh Circle, Alwar
1800 22 1819 / 1800 22 1006

STATE BANK OF INDIA
Mantown-322001

CENTRAL BANK OF INDIA
Opp. Gram Market,
Sawai Madhopur-322021

STATE BANK OF BIKANER & JAIPUR
Main Bazar, SawaiMadhopur-322001

BANK OF BARODA
Mantown, SawaiMadhopur-322001

Allhabad bank
Bajriaya, 07462-234148

Dena bank
Alan pur road, sawai madhopur
07462-234156

Punjab national bank
Bajriaya, Sawai Madhopur
07462-211970,224753

SERVICE PROVIDERS

Association

- ✓ Alwar Chamber of Commerce & Industry,
Chamber Bhawan, Delhi Road, Alwar
Ph-0144-2372823

- ✓ Shri A.K. Saini
Regional Manager, RIICO Ltd.,
DIC Moti Dungari Road,
Alwar-302 001
Ph. (0144) 2700513 (O) 2731515 (R)

- ✓ Matsya Laghu Udyog Sangh
Road No.2, Near Punjab National Bank, MIA, Alwar

- ✓ Bhiwadi Manufacturers Association
S-56, BMA House
Industrial area, Bhiwadi, Alwar
01493-221134

Equipment supplier's

Ludhiana Expeller Industry
471, Gill Road, Near Water Tank, Industrial Area-B, Ludhiana - 141 003
Ph-161-2530305/2530066/2455632

Himalaya Expeller Industrie, New Delhi
C-110, Naraina Industrial Area, Phase-1, New Delhi, Delhi - 110 028
Ph-011-25794583/257

Emkay Engineering Works
Address: B-33, DDA Shed, Okhla Industrial Area, Phase II, New Delhi
Ph-011-6844088/6821045

Goyum Screw Proess (Oil Expeller Division)
Plot No. 324/2, Industrial Area A, Ludhiana, Punjab - 141 003
Ph-0161-4629180

Om Sons International
77-A, Industrial Estate, Ludhiana, Punjab - 141 003
Ph-0161-4640008

Servo Export House Limited

F 142, Phase 8, Focal Point,, Ludhiana, - 141 008
Ph-0161-2672629 / 2675372

Umech Engineering Pvt. Ltd
L-13, Gali No. 9, New Rohtak Road Indl. Area, Anand Parbat, Delhi - 110 001
Ph-011-55814103

Sunnan engineers India
41B, New DLF Industrial Area, Faridabad, Haryana - 121 003
Ph-0129-3298876

Vijay Expeller Industries
62-R, Industrial Area - B, Ludhiana - 141 003
Ph-0161-2537936

P Roy Expeller works
C-195/3, Mayapuri Industrial Area, Phase-II, New Delhi - 110 064
Ph-011-28111832/28111361/27229038

Ghaziabad Expellers & Pandit Engineering Works
288, Bonjha, Patel Marg, Ghaziabad- 201 001
Ph-0120-2856624/2750651