



**WELCOME TO
A PRESENTATION
ON**

**FORTI 's PROPOSED FOOD
CLUSTER DEVELOPMENT
PROJECT**

FORTI

**FORTI STANDS FOR FEDERATION Of
RAJASTHAN TRADE and INDUSTRIES.**

**ESTABLISHED IN YEAR 1960 THIS BODY
WAS DEVELOPED WITH A VISION OF
BOLSTERING THE CORPORATE SCENARIO OF
THE STATE OF RAJASTHAN. THIS NON-
PROFIT ORGANIZATION SERVES THE TRADE
AND INDUSTRIAL SECTORS IN RAJASTHAN,
PROVIDES THEM PLATFORM TO COME UNDER
ONE ROOF AND VOICE THEIR PROBLEMS.**

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MISSION

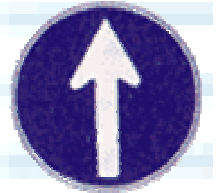
Federation was registered under Rajasthan non-trading company act 1960 with the following objectives:

1. To promote trade and industries, mutual cooperation and encouragement of unity.
2. Promoting trade and industries to all parts of Rajasthan.
3. To collect information related to trade and industries of Rajasthan.
4. To take up issues related to trade and industries to appropriate forum government bodies.
5. To promote all trading and industries and industry related activities and organizations.
6. To promote and take up various issues effectively, smooth running of trade and industries to appropriate forum and to respective government.

- 7. To work as single forum of all trade and industry association in Rajasthan.**
- 8. To run libraries and to publish business, industrial and literature magazines.**
- 9. To benefit trade and industrial society globally.**
- 10. To provide economic help for fulfilling the FORTI objectives.**
- 11. To formulate rules pertaining to trade and market for the benefit of trade and industries.**
- 12. To borrow money on the assets of FORTI as need be.**
- 13. To convey out tasks for the progress of trade and industries.**

ROADMAP FOR THE PRESENTATION

- **Section I:** Concept of Industrial Clusters & Proposed Food Integrated Industrial Park
- **Section II:** Methodology & Role of FORTI
- **Section III:** What Is required from Rajasthan Government



INTRODUCTION

Federation of Rajasthan Trade and Industries has proposed to set up an industrial Park near Jaipur (Rural) which will consists of around 100 unit clusters mostly producing Food products. These units will be given a common marketing platform, technology, competitive inputs including skill work force and training for globally competitiveness.

FORTI setting up Specialized industrial Park, which would provide infrastructure support for the promotion of Processed Food industry.



SECTION - I

Concept of Industrial Clusters & Proposed Food Park Integrated Industrial (Township)

PROBLEMS OF SSI

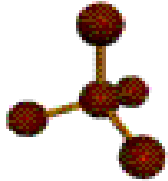
Small Scale Industries are the most vulnerable sector to the changing market forces and spiraling product prices. It is almost impossible for these SSI's to compete with the mammoth Multinational companies. A few of the major problems faced by these SSI's are:

- Lack of funds for marketing the product.
- Lack of proper infrastructure to manufacture International Quality Products.
- Lack of modern machinery and equipments.
- Lack of modern management & professional expertise .
- Lack of information for competitive leverage.

CLUSTER CONCEPT (A PREAMBLE)

A Cluster is a geographic concentration of SSI's with their various service providers. It is the forward and backward integration of a group of companies/units manufacturing a specific products in the proposed cluster, which could be marketed by a single marketing company under a single **UMBRELLA BRAND**. This cluster will work as an independent body bound by legal and regulatory obligations.

CLUSTER : A FORWARD AND BACKWARD LINKED PRODUCTION SYSTEM



BACKWARD LINKAGES

**TECHNOLOGY PROVIDERS
(TEAM OF EXPERTS)**

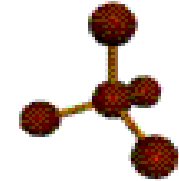
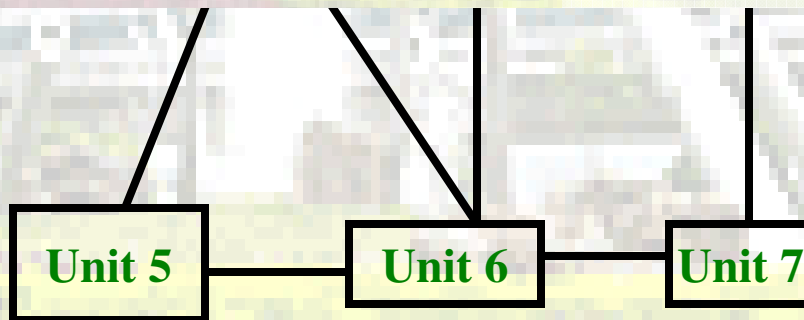
**RAW MATERIAL SUPPLIERS &
COMMON TESTING FACILITIES**

MACHINERY SUPPLIERS

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FORWARD LINKAGES

**PUBLICITY COMMON BRAND
NAME**

**SELLING
AGENT**

**DIRECT
CUSTOMERS**

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Integrated Industrial Cluster Park



is a solution for Small Scale Industries to sustain the global competition, this concept has been advocated world wide and in developed nations viz. An integrated self sustaining park having around 100 or more industrial units working for each others needs and producing group of different products and services for the local as well as international market. The concept not only provides quality products but also reduces the cost of production, cost of marketing considerably, further the delivery of goods will also increase; matching the ever increasing demands of the international and national market.

BENEFITS

The major benefits of such park includes but not limiting to:

- Development of the infrastructure.
- Industrialization of State/Country.
- Development of the infrastructure.
- Employment generation.
- Increased revenue in state/Country exchequer.
- Increase in exports.
- Quality goods at better prices.
- Better Delivery time

SECTION-II



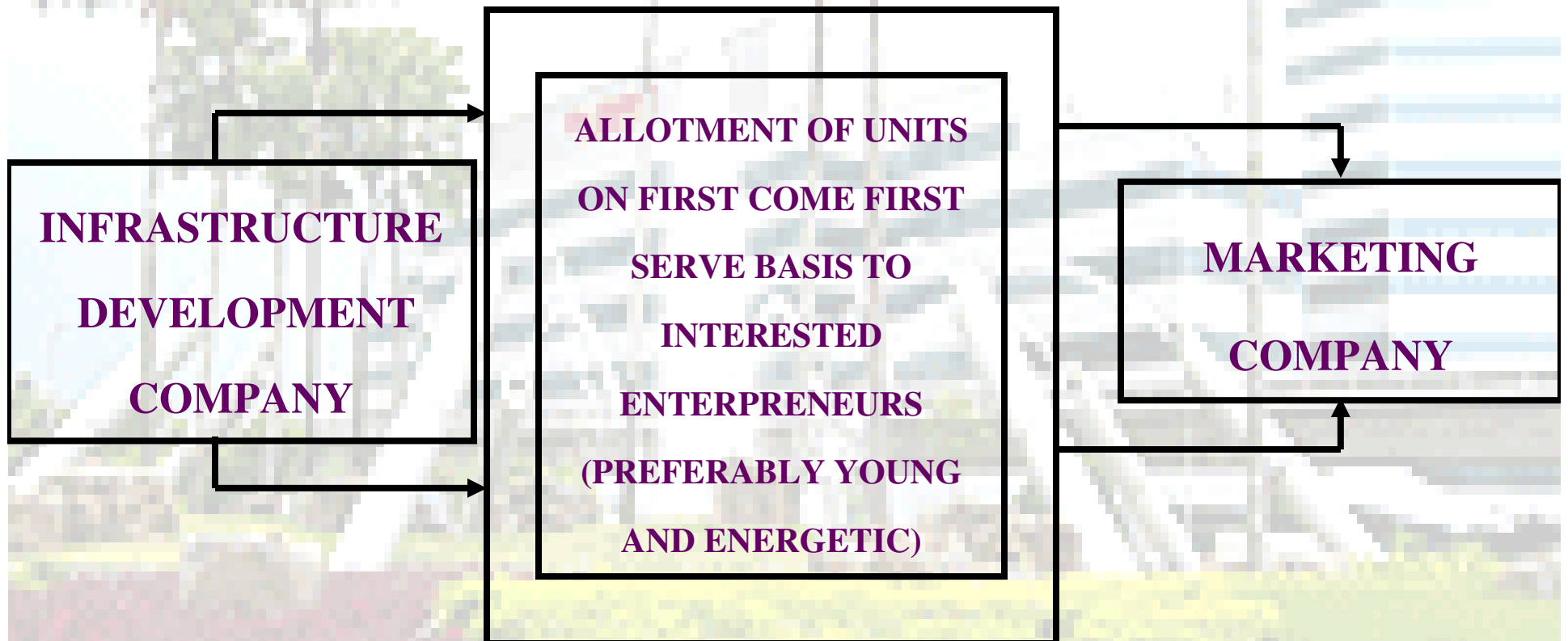
Methodology:

ROLE OF FORTI



IMPLEMENTATION METHODOLOGY

THE FLOWCHART FOR IMPLEMENTATION AND PROJECT EXECUTION WILL BE AS FOLLOWS:



FORTI WILL SET UP “FORTI INDUSTRIAL PARK LIMITED” a limited liability company in which INITIALLY 100 PROSPECTIVE entrepreneurs will be members. The **INFRASTRUCTURE DEVELOPMENT COMPANY will be primarily responsible for the development of the infrastructure. This will be a non-profit organization limited by guarantee and the profit generated by the Company shall be used for the up gradation of the facilities of the cluster.**

MISSION STATEMENT



The mission of FORTI INDUSTRIAL PARK LIMITED will be to promote entrepreneurship, provide opportunity to first generation entrepreneurs among educated and unemployed youth of the country by creating necessary infrastructure, support and industry environment of a cohesive team which can take on global MNC's competition by united efforts of common brand marketing, quality production and necessary support services infrastructure, thus creating a overall wealth cycle for country.

OBJECTIVES

THE MAJOR OBJECTIVES OF INFRASTRUCTURE DEVELOPMENT COMPANY ARE AS FOLLOWS

- To provide a strong and sound alternative marketing channel for the Food products and to ensure good quality goods available throughout the country including rural areas based on a modern distribution and logistic channel from the production centers.
- To free both the producers and the consumers from the clutches of MNC's who are presently ruling the most of the Food product market

•To provide employment opportunity for not less than 1500 persons direct and around 3000 person indirect employment opportunity for various categories of people is also a great advantage in this project.

•Investment in the park will be in the range of more than 100 crores, 80 crores (minimum) in 100 units (average) and 20 cores by way of infrastructure development and common facilities

•Apart from this the investment in support facilities like , residential complexes, banks , petrol pumps, transport , insurance and other support facilities will be much more .

THE PRIMARY RESPONSIBILITIES AND FUNCTIONS OF THE **INFRASTRUCTURE DEVELOPMENT COMPANY** INCLUDES:

◆ **DEVELOPMENT AND PLANNING OF THE PROJECT:**

THIS INCLUDES DECIDING THE COST AND ECONOMIES OF THE LAND.

A PROPOSED BREAK-UP IS AS FOLLOWS:

- **40% LAND FOR INTERNAL ROADS, PARKS AND OTHER BASIC AMENITIES.**
- **10% FOR SUPPORTING FUNCTIONAL DEPARTMENTS LIKE TRAINING INSTITUTES, RESIDENTIAL COMPLEXES ETC.**
- **10% FOR COMMERCIAL FACILITIES LIKE RESTAURANTS, SHOPPING COMPLEXES, RECREATIONAL BUILDINGS.**
- **40% FOR THE INDUSTRIAL SETUPS.**

◆ **ALLOTMENT OF LAND TO MEMBERS FOR INDUSTRIAL SETUPS :**

THE ALLOTMENT RULES SHALL BE AT PAR WITH THE RIICO i.e. FOR ALLOTMENT NOTICE FOR ALLOTMENT WILL BE PUBLISHED IN BIG NEWS PAPERS AND ALLOTMENT WILL BE ON FIRST COME FIRST SERVE BASIS.

THE ECONOMICS OF THE ALLOTMENT SHALL BE WORKED OUT AT PAR WITH RIICO INDUSTRIAL AREA.

◆ **MAINTENANCE OF LAND, INTERNAL ROADS,**
INTERNAL ELECTRICITY NETWORK,
WATER SUPPLY & OTHER INFRASTRUCTURAL
SUPPORT :

THE DEVELOPMENT OF THIS INDUSTRIAL PARK WOULD BE IN LINE WITH THE STRATEGIES ADOPTED IN THE RIICO INDUSTRIAL AREA. THE SERVICE AND MAINTENANCE CHARGES WILL BE DECIDED ACCORDING TO THE EXPECTED EXPENDITURE AND NORMALLY WILL MATCH WITH THAT OF RIICO INDUSTRIAL AREAS CONTRACT TERMS.

THE MAJOR FUNCTIONS OF MARKETING COMPANY INCLUDES:



- **All the items produced by different units will have common brand name and common logo and color design. The branch name may be FORTI.**
- **The Company will have common marketing chain thus can spent in big way in brand promotion and marketing chain to beat MNC's**
- **The back ward integration and forward integration will enable to plan low cost production with high quality to beat MNC brands**

WHY FOOD CLUSTER DEVELOPMENT?

- **Enables to reach out to many units at a time**
- **Provides environment for mutual learning**
- **Most product categories in Food, require relatively minor investment in plant and machinery and other fixed assets**
- **High Initial Launch Cost**
- **Marketing Drive**
- **In relative terms, marketing function has greater importance in Food companies**

Contd.

- **Third-party Manufacturing**
- **Manufacturing of products by third party vendors is quite common**
- **Flexibility in production and inventory planning as the marketing company's decision-making is liberated to a large extent from taking manufacturing overheads into account**
- **Technology**
- **Basic technology for manufacturing is easily available**

PROPOSED FOOD PRODUCTS

Some examples:

Agro & Food Processing:

1. Grain Milling
2. Cereals processing and Pulses milling
3. Mineral water
4. Fruits & Vegetables processing
5. Bread and bakery products
6. Soda, soft drinks and energy drinks
7. Oils and fats
8. Packaged food items like pickles, jam, etc.
9. Milk and Milk Products
10. Indian Sweets and snacks items
11. Rice milling and other produce
12. Confectionery Items
13. Tea, coffee blending and packaging
14. Iodized salt etc. etc.

... CONTD

PACKAGING UNITS

- 1. Flexible packaging and printing units**
- 2. Card board and paper packaging units**
- 3. Printing Units**
- 4. Tin Box Manufacturers**
- 5. Plastic Material Packing Units.**

TRAINING OF SELECTED ENTREPRENEURS



- **Selection through professional colleges , thrust on first developing first generation entrepreneurs**
- **In-house expertise for entrepreneurship and technology sourcing to be developed**
- **Other agencies running involved in industrial promotion may also benefit from our training facility**
- **After successful completion training , the selected entrepreneurs will be given predefined projects with finance arrangements , technology and production plan**



SECTION-III

REQUIREMENT FROM RAJASTHAN GOVERNMENT

HOLISTIC PERSPECTIVE IN **UNDERSTANDING** **UNIQUE CONCEPT**

- **Speedy and minimum cost land purchase in the rural Jaipur.**
- **Rajasthan is land surplus but industrial backward state and this vast barren land can be put to productive use by these type of initiatives**
- **Statutory Status as Industrial area to be granted at par with RIICO .**
- **State Government to provide a dedicated nodal agency to speed up the clearances.**

STRENGTHENING INDUSTRY ASSOCIATIONS

GOR

FORTI

Food Industrial Park



ENTREPRENEURS

Success

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ADVANTAGES

- + **Common branding , marketing and advertising for all the products under a single brand name**
- + **Backward and Forward support from sourcing of quality raw material , trained man power, money (viz. all the M's Material, Man power, Money , Market)**



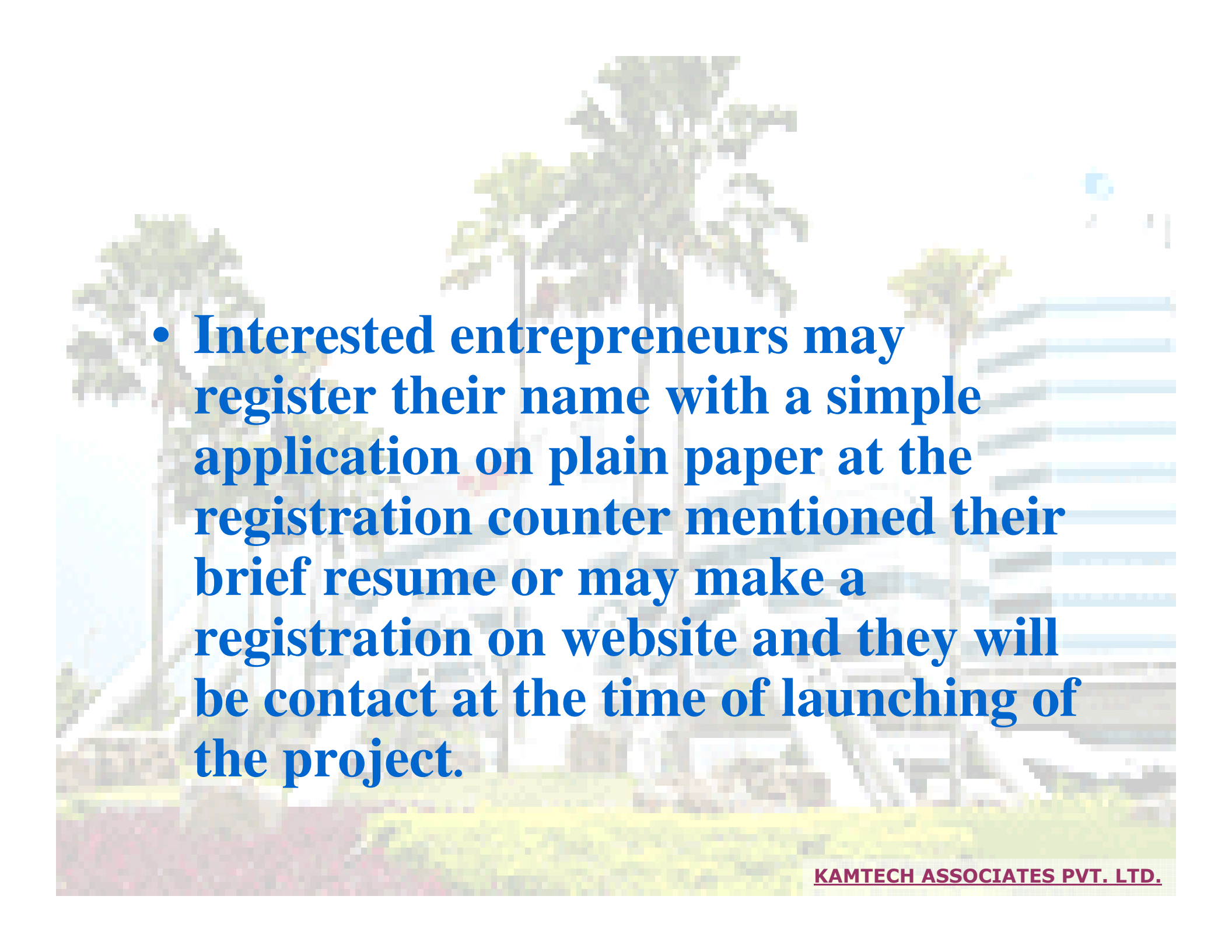
+ Well-established industrial support systems in terms of Training institutes, testing laboratories, backward integration , technological support , common product branding and infrastructure support facilities

+ A flexible investment single solution for all types of SSI companies.



- ✦ **The Govt. of Rajasthan have conceptually approval the projects and we are in process to identify suitable land for the project.**

- ✦ **Such type of cluster may be designed for the various rural hubs. Keeping in view the availability of agro products & market of finished goods.**

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- The background of the slide features a blurred image of several palm trees in the foreground and a multi-story building with a grid of windows in the background. The text is overlaid on this image.
- **Interested entrepreneurs may register their name with a simple application on plain paper at the registration counter mentioned their brief resume or may make a registration on website and they will be contact at the time of launching of the project.**