



DISTRICT EXPORT **ACTION PLAN**

ALIPURDUAR,
WEST BENGAL





Content

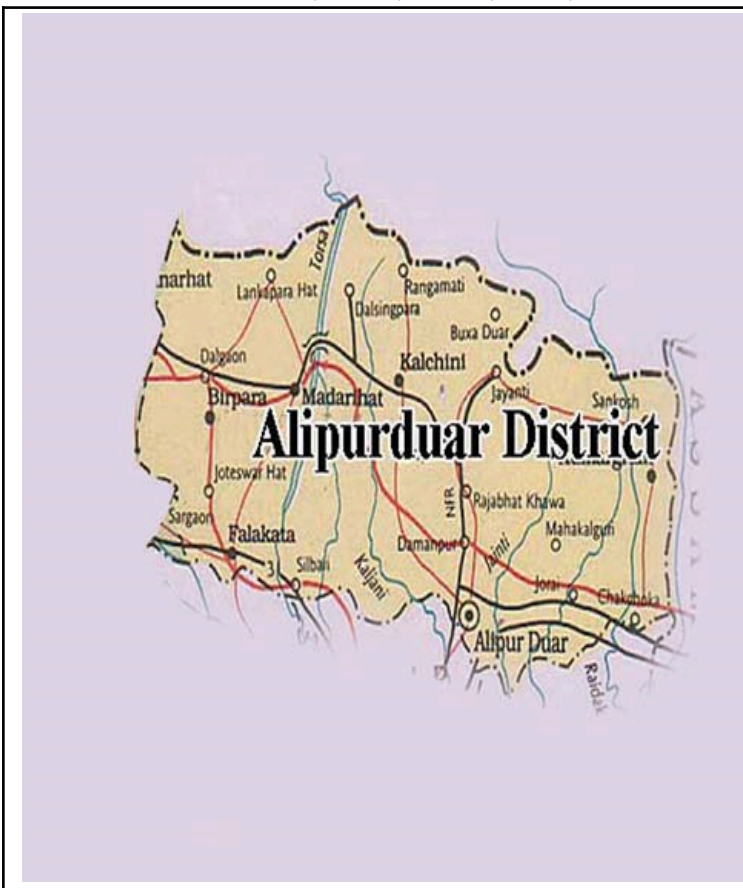


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1. District Profile- Alipurduar

Alipurduar is a city and a municipality in the Indian state of West Bengal. It is the headquarters of the Alipurduar district. Situated on the east bank of Kaljani River on the foothills of the Himalayas, the city is a gateway to Bhutan and north-eastern states of India. Alipurduar was a sub-divisional town of Jalpaiguri district until 2007 when it was created a separate district. Alipurduar is the newly created District of West Bengal. Erstwhile district of Jalpaiguri was bifurcated to create Alipurduar district. It became the 20th district of West Bengal on 25th June, 2014. The district headquarters at Alipurduar situated on the east bank of the Kaljani River on the foot hills of the Himalays. The town is the gateway to Bhutan and North Eastern States of India. Alipurduar derives its names from Col. Headyat Ali Khan who did admirable service in the Bhutan war and was stationed here as first Extra Assistant Commissioner after the 2nd Anglo-Bhutan war in 1865. Colonel Headyat Ali Khan was posted as the Commander at the military settlement on the bank of the river Kaljani. The entire tract of land of the Buxa Dooar was leashed out to Headyat Ali on his superannuation and a town adjacent to the military settlement began to grow as well. In course of time along with the expansion of the tea plantation and set up of railway lines, Alipurduar began to be important in terms of communication and administration.

The area was originally inhabited by aborigine tribes and castes like Rava, Garo, Mech, Toto, and Dhimal. Koch and Rajbanshi etc. The exodus of Hindus from the erstwhile Bengal at the time of partition of Bengal in 1947 and their settlement in these areas reduced land-man ratio to a great extent. Prior to this large number of people from tribal belt of Chotonagpur and Madhya Bharat viz. Santals, Munda, Oraon, Mahato, Kheriar and the like came over to this region to work as tea laborer during British Raj. They also permanently settled here. These people speak about 141 languages. However now Bengali is the major language; Hindi is also largely spoken. Alipurduar District is famous for forest, wildlife, tea and timber. The Climate of this district is warm and humid. In summers, the temperature runs upto 38 C and in winters temperature comes down up to 6 degree C. The Average Rainfall of this district is 350 cms. Maximum rainfall of West Bengal is found in Buxa Fort. Tea Plantation and processing of tea is the main industry of this district covering 52,566 hector of land. There are 62 tea gardens and tea processing factories in this district. The most of the people of this district depends on agriculture and harvest Rice, Jute, Potato etc. Besides agriculture, the people of this district earn their livelihood from the sources of Tourism, fishing, wood and cane based industries. This district is well connected with National Highways and Indian Railways. Nearest Airport is Coochbehar Airport and Bagdogra Airport in Siliguri.



DISTRICT AT A GLANCE:

- **AREA: 3136 Sq. Km.**
- **POPULATION: 1501983**
- **LANGUAGE: Bengali, Hindi, Sadri, Nepali, Rajbongshi, Kurukh, Boro and Santali.**
- **LITERACY RATE : 64.07%**
- **SEX RATIO : 948/1000**
- **POPULATION DENSITY (PER SQ. ML.): 539/Sq. Km.**

1. 1 Geographic Profile

Alipurduar district is located in the north-west corner of West Bengal bordering Bhutan and Assam. It stretches between the southern boundary of Bhutan on the north and Coochbehar district to the south; on the eastern side it touches the western boundary of Assam and on the western side lays the residual part of Jalpaiguri district. The district enjoys a strategically important location as it serves as a corridor of trade and communication with the Bhutan and various north-eastern States of India. Total geographical area of the district is 2788 Sq km. 1.2. Topography: Topography of the district wears a mixed look- consisting both of hilly areas and undulating vast plain. Northern part of the district is the part of the Sub-Himalayan Ranges named as “Dooars” and the gently sloping alluvial plain in the south is called “Terai”. Altitude of the hilly area ranging from 90m to 1750m. The Chinchula peak is the highest point of the area (1750 m) the soil in this region varies from alluvial soil to sandy and hard black clayey. The upper region in the north of Dooars, the soil is mainly black and clayey. This soil is suitable for growing tea, which is a major cash crop of this district. In the lower plain, the soil consists of a mixture of both clay and sand. The alluvial soil is fertile enough for crops like paddy, wheat, jute, potato, pulses, oilseeds, sugarcane etc. to be grown. A large number of rivers and rivulets originate from the hilly areas of adjacent Bhutan and there is a network of rivers criss-crossing the entire region. The major rivers are Teesta, Torsa, Jaldhaka, Kaljani, Rydak, Korotowa and Sankos. They are joined smaller streams like Dudua, Tasati, and Mujnai etc. The rivers often overflow their banks depositing layers of fertile soil on the banks on either side.

1.2 Logistics & Connectivity

RAIL:

Alipurduar Junction is one of the four railway stations that serve Alipurduar city in Alipurduar district in north Bengal in the Indian state of West Bengal. Its station code is APDJ and it lies in New Jalpaiguri–Alipurduar–Samuktala Road line and Alipurduar–Bamanhat branch line. An adjacent railway junction is New Alipurduar (station code NOQ).

Two adjacent local railway stations are Alipurduar (station code APD) and Alipurduar Court (station code APDC). Long-distance trains do not stop there. Most of the long-distance trains from other parts of India pass through and stop at New Alipurduar railway junction (station code NOQ) constructed in early 1950s as it is connected with double track to Assam and the rest of Bengal. The older Alipurduar station was on metre-gauge track that was converted to broad gauge much later in 2006 and fewer trains pass through Alipurduar station. The two junctions are on different lines and

only one short-distance train Alipurduar–Kamakhya InterCity Express (train number 15471) runs between the two junctions. Northeast Frontier Railway converted the Alipurduar–Bamanhat branch line to 5 ft. 6 in (1,676 mm) **broad gauge** in 2007.

Source: Wikipedia

ROAD:

National highway	88 kms
State highway	63.2 kms
Main district highway	240.87 kms
Other district rural roads	1664.55 kms
Kachha road	166 kms

AIR

Bagdogra Airport is the nearest airport, located at Siliguri and about 3 hr 56 min (142.4 km) via NH 27 from Alipurduar. After de-boarding from the air carrier, tourists can either opt for a train heading towards Alipurduar or arrange for a bus/personal cab to reach the beautiful and striking district.

Source:- Reports of BAE&S, Alipurduar, Profiles of CD Blocks, Alipurduar Municipality, EE,PWD,EE, National Highway Dvn., Dist. Planning & Dev. Office, DM, Alipurduar.

1.3 Economy of the District

AGRICULTURE:

Rice, jute, maize, wheat, potato and vegetables are the principal crops in the district. Tea is the main cash crop of the district even before independence of our country. Of late, cultivation of maize has become prominent in the district. Maize is grown throughout the year. However, the main growing seasons are Rabi and pre-Kharif. In the district a hybrid variety, viz., ‘Alrounder’ is widely used. Huge quantity of Vegetables is grown in some of the blocks viz., Kumargram, Kalchini and Madarihat. Falakata is famous for quality potato. The district has suitable agroclimatic condition for cultivation of mulberry and offers scope for development of sericulture. There are large water bodies in the district, which can be exploited for inland fisheries and be a source for irrigation.

TEA: The district has many tea gardens and tea processing factories



INDUSTRY:

Alipurduar is a newly formed district. Actually Alipurduar sub-division of Jalpaiguri district has now been declared as a separate district. Except Tea Industry, there is no other remarkable industrial unit

has come up to make the district a industrially developed one. Consequently the area is backward in industrial growth. However, in recent times, a good number of medium, small and micro level industrial units have come up in Ethelbari, Alipurduar and Barobisha area. There is no mineral deposit in the district except dolomite. But the district is rich in forestry and agriculture production. There is huge potential for forest products and agro based industries in this district besides tea. A huge quantity of paddy, potato and Arecanut (of super quality) is produced in this district. Forests products like cane, bamboo, medicinal plants besides good quality of timber – all may be the raw materials for agro based industries. Modernization of tea industries and the proposed Industrial Estate at Jogijhora may change the industrial scenario of the district

~~Presently there is no declared Industrial area in Alipurduar district. However, the District Authority has recently handed over 42.61 acres of vested land in Mouza Jogijhora (J.L.No.01,plot no.807) near Falakata in favor of the Industry of Commerce and Industry, Govt. of West Bengal for setting up an Industrial Estate in Falakata Block..~~

Industrial Estates/Areas/Parks in Alipurduar:

Name of the Industrial Area/Estate/Park	Ethelbari Industrial Estate	Jaigaon Industrial Estate
Location	Ethelbari, Falakata, Alipurduar	Jaigaon, Alipurduar
Total Area (Acre)	43 Acre	11 Acre
Status	Land development and boundary wall, Civil Work has been completed and Electrification and Approach road works are under process.	Land development and boundary wall, Civil Work has been completed and Electrification and Approach road works are under process.

Besides Ethelbari mouza is an industrially developed area. A good number of Medium, Small and Micro level industrial units have come up there. Barobisha in Kumargram block also is a fast developing business and industrial area which is located on the National Highway 31C towards Assam and is only 8 kms away from Assam Bengal Border.

SL. NO.	HEAD	UNIT	PARTICULAR
1	Registered Industrial Unit	NO.	172
2	Total Industrial Unit	NO.	227
3	Registered Medium & Large Unit	NO.	14
4	Estimated Avg. no. of Daily Worker Employed in Small Scale Industries	NO.	2350
5	Employment in Large and Medium Industries	NO.	3500
6	No. of Industrial Area	NO.	02
7	Turnover of Small Scale IND.	IN Lakhs	----
8	Turnover of Medium & Large Scale Industries	IN Lakhs	----

ALL DATA: ***ESTIMATED**

Source: District Statistical Handbook of BAES & Economic Review,2011-12,Govt.of W.B.

Reports from C D Blocks, Alipurduar Chambers of Commerce and industry, DIC, Jalpaiguri, DIC, Alipurduar, NSSO (FOD, Siliguri, Dooars Tea Planters Association, Ethelbari).

LARGE SCALE INDUSTRIES:

SL. NO	NAME OF THE UNIT	BLOCK
1	Beech T.E. Factory	Kalchini
2	Bhatpra T.E. Factory	Kalchini
3	Bhatpra T.E. Factory	Kalchini
4	Central Dooars T.E. Factory	Kalchini
5	Dima T.E. Factory	Kalchini
6	Kalchini T.E. Factory	Kalchini
7	Raimatang T.E. Factory	Kalchini
8	Satali T.E. Factory	Kalchini
9	Soudamini T.E. Factory	Kalchini
10	Torsha T.E. Factory	Kalchini
11	Chuapara T.E. Factory	Kalchini
12	Birpara T.E. Factory	Madarihat-Birpara
13	Tasati T.E. Factory	Madarihat-Birpara
14	Barnabari T.E. Factory	Madarihat-Birpara
15	Madarihat T.E. Factory	Madarihat-Birpara
16	Jogijhora T.E. Factory	Madarihat-Birpara
17	Dalgaon T.E. Factory	Falakata
18	Kadambini T.E. Factory	Falakata
19	Sankosh T.E. Factory	Kumargram
20	Turturi T.E. Factory	Kumargram

Source: DIC, Jalpaiguri, Falakata C D Block Office, Alipurduar Chambers of Commerce and industry.

MEDIUM SCALE INDUSTRIES

SL. NO	NAME OF THE UNIT	BLOCK
1	Ma Durga flour Mill	Ethelbari
2	Ethelbari Veener	Ethelbari
3	Gita Devi Flour Mills (P) Ltd	Ethelbari
4	Raichenga Agro Food Processing Industries Pvt. Ltd. (2) units	Falakata
5	Falakata Industries Ltd.	Falakata

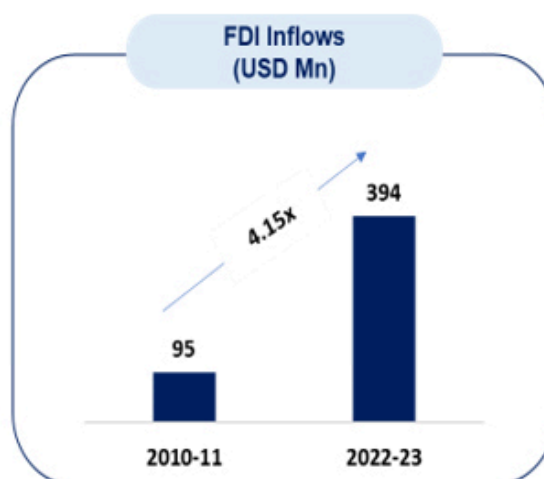
Source: DIC, Jalpaiguri, Falakata C D Block Office, Alipurduar Chambers of Commerce and industry.

SMALL SCALE INDUSTRIES

SL. NO	NAME OF THE UNIT	BLOCK
1	Chaudhury Saw Mill	Birpara
2	Dhumbajyoti Saw Mill	Ethelbari
3	Rajkamal Saw Mill	Barobisha
4	Sri Ma Lakshmi Saw Mill	Barobisha
5	Sambhunath Saw Mill	Birpara
6	Bholanath Saw Mill	Birpara
7	Lakshminarayan Saw Mill	Lataguri
8	Sanatan Saw Mill	Lataguri
9	United Saw Mill & Flour Mill	Alipurduar
10	Sashi timber & Plywood Ind. Pvt. Ltd.	Ethelbari
11	Praveen Wood Products	Ethelbari
12	Paulami Tea Chest Corpn.	Vatibari
13	Bidesh Plywood Factory Pvt Ltd.	Salbari
14	Tista Particle Board Industries	Lataguri

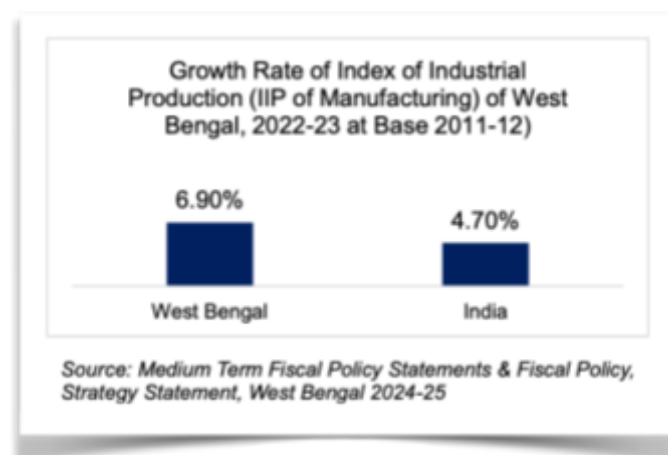
15	Bhutnirghat Board Industries	Bhutnirghat
16	S.N. Print & Company	Birpara
17	R P J Mukherjee Pvt. Ltd	Alipurduar
18	Chowdhury Engineering works	Birpara
19	Dynamic C s bottling plant Pvt Ltd.	Birpara
20	Saha Ply wood Industries	Falakata

Source: DIC, Jalpaiguri, Falakata Block Office, Alipurduar Chambers of Commerce and industry.



2. Export Scenario- West Bengal

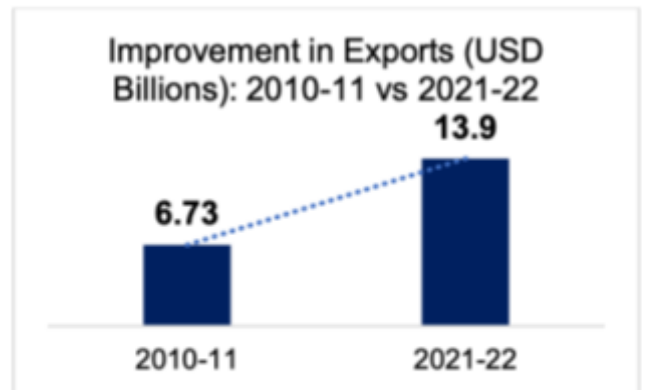
In 2023-24, approximately 81% of West Bengal's GSDP came from industry and services. The State's growth in the Index of Industrial Production (IIP) for manufacturing is notably higher than the national average.



West Bengal's exports grew from USD 6.73 billion in 2010-11 to USD 13.9 billion in 2021-22. The reduction in bandhs has boosted productivity, while policies like the Industrial and Economic Corridor, Logistics, and Export Promotion policies have opened new export markets.

The State is home to nearly 90 lakh MSMEs, the second highest in the country, employing 1.35 crore people, with 43.51

lakh women in the sector. The State has prioritized cluster development, expanding from 48 to 520 clusters in the past 7.5 years. Additionally, proactive efforts have driven a **remarkable rise in bank lending to MSMEs, from ₹ 8,237 Cr. in 2011 to ₹1,48,132 Cr. in 2023-24, more than 17-fold increase**



Source: West Bengal Industrial Development Corporation

3. Target Export Products-Alipurduar:

3.1 Handicraft Sector:

JUTE PRODUCTS: Alipurduar is known for its jute handicrafts, which are made from the biodegradable jute plant. Jute products include rugs, carpets, footwear, and more.



TIMBER: The district produces high-quality timber that is used for building, furniture, and other wooden fixtures.

POTTERY: Alipurduar is known for its pottery, which is the art of making pots and other utility products from clay.

WOOD CARVINGS: Alipurduar is known for its wood carvings.



CANE AND BAMBOO PRODUCTS: Alipurduar is known for its cane and bamboo furniture and fixtures.



3.2 Clusters in district:

CLUSTERS IN THE DISTRICT:

There are 3 clusters in Alipurduar District which are discussed below:

CLUSTER SECTOR	CLUSTER NAME	ACTIVITY	NO OF UNITS	NO OF EMPLOYEE	ANNUAL TURNOVER (RS.IN LAKH)
WOODEN FURNITURE & ALLIED PRODUCTS	WOODEN FURNITURE	MANUFACTURING OF WOODEN FURNITURE	43	226	88.9
WOODEN FURNITURE & ALLIED PRODUCTS	WOODEN FURNITURE CLUSTER, MADARIHAT	MANUFACTURING OF WOODEN FURNITURE	23	154	229

CHEMICAL PRODUCT OTHER THAN PLASTIC	CONCRETE ITEMS CLUSTER, ETHELBARI	MANUFACTURING OF CEMENT PRODUCTS LIKE AS PAVER BLOCK, HUME PIPE ETC.	26	345	2992
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PERFORMANCE OF THE PRODUCT IN INTERNATIONAL MARKETS:

WOODEN FURNITURE FOR KITCHEN HSN CODE -940340

YEAR	EXPORT VALUE 2019	EXPORT VALUE 2020	EXPORT VALUE 2021	EXPORT VALUE 2022	EXPORT VALUE 2023
EXPORT VALUE (in thousand \$)	940	1773	3124	4072	5243

INDIA'S TOP 10 EXPORT DESTINATIONS ARE:

1. UNITED STATE OF AMERICA
2. UNITED ARAB EMIRATES
3. BHUTAN
4. NEPAL
5. SRI LANKA
6. CANADA
7. NETHERLANDS
8. SINGAPORE
9. BAHAMAS
10. GHANA

WOODEN FURNITURE FOR BEDROOM HSN CODE -940350

YEAR	EXPORT VALUE 2019	EXPORT VALUE 2020	EXPORT VALUE 2021	EXPORT VALUE 2022	EXPORT VALUE 2023
EXPORT VALUE (in thousand \$)	11985	15215	24741	19979	22202

INDIA'S TOP 10 EXPORT DESTINATIONS ARE:

1. UNITED STATE OF AMERICA
2. UNITED ARAB EMIRATES
3. UNITED KINGDOM
4. SAUDI ARABIA
5. GERMANY

6. AUSTRALIA
7. FRANCE
8. CANADA
9. NETHERLANDS
10. SPAIN

JUTE PRODUCTS, CANE AND BAMBOO PRODUCTS ALL ARE HANDICRAFT PRODUCTS. HSN CODE- 442090.

YEAR	EXPORT VALUE 2019	EXPORT VALUE 2020	EXPORT VALUE 2021	EXPORT VALUE 2022	EXPORT VALUE 2023
EXPORT VALUE (in thousand \$)	38559	34317	51437	22077	11060

INDIA'S TOP EXPORT DESTINATIONS ARE:

1. UNITED STATE OF AMERICA
2. GERMANY
3. UNITED KINGDOM
4. FRANCE
5. MEXICO
6. UNITED ARAB EMIRATES
7. SPAIN
8. AUSTRALIA
9. SAUDI ARABIA

Source: Trade map

❖ EXPORT PERFORMANCE – ALIPURDUAR

Sr. No.	HS CODE	ITEM DESCRIPTION	VALUE (INR)
1	10059090	OTHER	173371027
2	10063020	BASMATI RICE	479601480
3	15079010	SOYA BEAN OIL OF	176976629
4	15162091	OTHER VEG FATS AND OIL AND THR FRCTNS OF EDBLEGRADE	89690532
5	21069020	PAN-MASALA INCLUDING SCENTED SUPARI (BRTAL SPICES PREPARED)	231365244
6	44123190	OTHERS	181265124
7	69029010	FIRE CLAY BRICKS AND SHAPES	118055130
8	72104100	CORUGATD PRDCTS , OTHERS PLTD / COATD WITH ZINC	109936293
9	84713010	PERSONAL COMPUTER (LAPTOPS, PALMTOP, ETC.)	145491957
10	85171300	SMARTPHONES	344225374

4. Export Action Plan-Alipurduar

Sl. No	Intervention	Strategy	Action	Responsibility
1	Trade Promotion	Promote local product through various mediums - digital/ physical	Promote local products through various mediums - digital/ physical/ events/ B2B/ buyer seller events etc	DLEPC and Export Promotion Cell.
			Tie up with various e-commerce players to market products on their online platforms	DLEPC & Export Promotion Cell
		Enhance international access for exporters	Facilitate tie ups with international buyers of products through participation in trade fairs, global events, engagement with trade bodies for identified markets	Export Promotion Cell
2	Market Intelligence Cell	Identify target markets and develop export intelligence trends	West Bengal State Export Promotion Society (WBSEPS) identify target markets, export trends	WBSEPS
		Identify and develop new products with export potential or value-added exports	<ul style="list-style-type: none"> • Invite Investors to harness the potential of value addition. • Support MSME's to setup units • Continuous engagement with exporters, associations, Trade Bodies etc to identify new avenues for exports • Engaging with Missions abroad to identify the potential buyers. 	DLEPC
3	Infrastructure Augmentation	Conduct an infrastructure assessment study	To undertake an infrastructure assessment study for identified products	DLEPC

			Demand Assessment Study for setting up of Cold Chain infrastructure in the district	DLEPC
			Capitalize on the existing TIES scheme to develop export Infrastructure (comprising of cold storages, testing labs, R&D facilities etc)	DLEPC
		Develop processing infrastructure (cluster/parks)	Set up of near farm processing clusters with integrated facilities such as cold storage, pack house, etc	DLEPC
		Develop Agri Export Zone	Identify and propose Agri Export Zones in consultation with the State Agriculture/ Horticulture Department	DLEPC
		Good Agri practices	The State Agriculture/ Horticulture Departments should engage the FPO's for adopting the best agriculture and health practices	DLEPC
4	Skill Development	Provide skill development training for Manufacturing/ processing	Tie up with skill development organisations Draw the calendar of events for training Conduct Exposure tours across the country	DLEPC

5. Annexure

5.1 District Level Export Promotion Committee

Government of West Bengal
Department of Industry, Commerce & Enterprises
Commerce Branch
4, Abanindranath Tagore Sarani, Kolkata – 700 016

No.29- CI/O/COM/GEN-XPT/03/2017

Dated: 24th December, 2020

NOTIFICATION

In addition to the earlier steps and initiatives already been taken by the Government of West Bengal in regard to promotion of exports from the state, the State Government is now pleased to decide to constitute a District Export Promotion Committee (DEPC) for every district comprising of the following officials as mentioned below:

Sl. No.	Official / Department	Role
1.	District Magistrate	Chairperson
2.	Representative of DGFT	Invitee Member
3.	GM- District Industries Centre (DIC)	Convenor
4.	DI, West Bengal	Member
5.	Lead Bank Manager	Member
6.	Representative - Sector Specific Export Promotion Council as decided for individual district depending on export products	Member
7.	Representative from District level Trade/ Commerce Associations	Member
8.	Representative of Technical Education and Training Department	Member
9.	Representative of BIS and Legal Metrology	Member
10.	Representative of Agriculture, Fisheries, Horticulture Department in each district as required for products chosen for export promotion	Invitee Member
11.	Other State Government Representatives (as per requirement)	Member

N.B.: Invitee members will be requested to be present as and when needed.

The District Export Promotion Committee (DEPC) will function on the basis of following terms of reference:

Sl. No.	Terms of Reference
1.	Benchmarking baseline export performance of district – Present Export Performance
2.	Identification of potential export products from the district
3.	Creation of district export action plan
4.	Resolution, escalation and monitoring of issues in exports from the district for identified potential products through regular meetings
5.	Identifying training and development needs of district industries and coordination for training with other departments
6.	Dissemination of Information through trainings, seminars, guest lectures, practical training, exchange visits with other districts of excellence
7.	Act as one point facilitator for export promotion at district level

Besides, the following will be implemented in this regard-

- The MSME Facilitation Centres (MFCs) as Nodal Body for export promotion will function at district level.
- The nodal body would act as secretariat for the DEPC under the District Magistrate.
- The MFCs headed by GM DICs, will provide the necessary secretariat support for the DEPC.
- The GM, DIC will be the Nodal Officer for all district level export related work.