



**DISTRICT EXPORT  
ACTION PLAN**  
**BANKURA,  
WEST BENGAL**





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## 1. District Profile- Bankura

Bankura is a city and a municipality in the state of West Bengal, India. It is the headquarters of the district. Bankura was described as Suhmobhumi. The word larh or rarh (in Nagari: radh) was introduced after 6th century A.D. It comes from the old Austric word rarha or rarho which means “land of red soil”. 2-n ancient times "China called Rarh by the name of 'Lati'". 3-n Santali, lar means thread, rarh means tune and larh means snake. 4-.Perhaps the Jain and Greek scholars used this original Austric word larh to indicate this dry forest region which was very difficult. The popularity of Manasa Puja, the worship of Snake-Goddess Manasa, shows this opinion might have some relevance. According to Nilkantha, a commentator of the Mahabharata, the words suhmo [bhumi] (Sanskrit: Suhmobhumi) and Rarh are synonymous.

Scholars differ in their opinion about the etymology of the name Bankura. In the words of the Kol-Mundas,

orah or rah means habitation. Many places of Rarh have an added rah at the end of their names. One of the most influential gods of the district 6-Dharmathakur is called Bankura Roy. The name of the district may come from his name. Linguist Suniti Kumar Chatterjee thinks that the name came from the word Banka (zig-zag), and its word-corruption banku, which means extremely beautiful, and he who must be worshiped. In 1979, the word “Bancoorah” was found in the map of Renal. In 1863, Gastrel referred this region as Bancoonda. Bir Hambir was the 49th King of Malla dynasty. Bir Bankura was one of his two sons. Raja Bir Hambir divided his kingdom into 22 tarafs or circles and gave one to his each son. Taraf Jaybelia fell to the lot of Bir Bankura. He developed a town in his taraf and the town was later named as 'Bankura' after its founder's name.





## DISTRICT AT A GLANCE:

- **Area:** 6,882 Sq. Km.
- **Population:** 35, 96,292 (2011 Census Data)
- **Language:** Bengali, Santali
- **Literacy Rate:** 70.95 (2011 Census Data)
- **Sex Ratio:** 954 (2011 Census Data)
- **Population Density (per sq. km.) :** 523 (2011 Census Data)

### 1. 1 Geographic Profile

Bankura is located in the western part of the State of West Bengal. It is a part of Medinapure Division of the State and included in the area known as “Rarh” in Bengal. It ranks 4th according to Population and literacy rate of 2001 Census in the State. The District Bankura is bounded by latitude 22°38’ N and longitude 86°36’ E to 87°47’ E. River Demodar flows along the northern boundary of the district. The adjacent districts are Bardhaman in the north, Purulia in the west and Paschim Medinapure in the south. The Survey of India (SOI) toposheets covering the districts are 73I, 73J, 73M and 73N.

Maximum Rainfall in the district is received from the south-west monsoon. The average annual rainfall of the district is between 1100 mm and 1500 mm. The relative humidity of the region is as high as 75 percent to 85 percent but during hot summers the humidity level declines. Temperatures become as low as 7 degrees centigrade in winter and 46 degrees in summer. The prominent rivers of Purulia District are Kangsabati, Kumari, Dwarakeswar, Subarnarekha River and Damodar River. The soil that is found in the district is mostly residual soil. The most spoken Language in Purulia is Bengali.

Bankura district comprises three subdivisions: Bankura Sadar, Khatra and Bishnupur. Bankura Sadar subdivision consists of Bankura municipality and eight community development blocks: Bankura I, Bankura II, Barjora, Chhatna, Gangajalghati, Mejia, Onda and Saltora. Khatra subdivision consists of eight community development blocs: Indpur, Khatra, Hirbandh, Raipur, Sarenga, Ranibandh, Simlapal and Taldangra. Bishnupur subdivision consists of Bishnupur and Sonamukhi municipalities and six community development blocks: Indas, Joypur, Patrasayer, Kotulpur, Sonamukhi and Bankura.



## 1.2 Logistics & Connectivity

### o Rail

Rail distance of Bankura from Kolkata is 233 km. Bankura Junction railway station is present in the Bankura town which is managed by the South Eastern Railways and is on the Adra-Midnapore rail route. Trains from Kolkata are available for Bankura on regular basis. Some of these trains are Rupasibangla Exp (12883), Hwh Prr Exp (12827), Aranyak Express (12885), Pbr Kaviguru Exp (12950), Samarsata Exp (12152) etc. The minimum time a train takes to reach Bankura from Kolkata is 3h 35m. The Bankura Junction railway station and bridge over Dhaleshwari River were built by Gujarati Railway Contractors of the town Jeewan Gangji Savaria and Lalji Raja Vadher in 1900 working for Bengal Nagpur Railway.

### o Road

It is well connected by road with Kolkata and surrounding towns like Asansol, Durgapur, Burdwan, Panagarh and other parts of the state. National Highway 14 (India) running from Morgam (in Murshidabad district) to Kharagpur (in Paschim Medinipur district), State Highway 9 (West Bengal) running from Durgapur (in Paschim Bardhaman district) to Nayagram (in Jhargram district) and State Highway 5 (West Bengal) running from Rupnarayanpur (in Bardhaman district) to Junput (in Purba Medinipur) pass through Bankura. NH 14 links Bankura to NH 12 and NH 16. Both NH 14 and SH 9 link Bankura to NH 19 (Grand Trunk Road).

### o Air

The nearest Airport to Bankura Kazi Nazrul Islam Airport 1 hr 32 min (65.2 km) via Bankura - Beliator - Sonamukhi - Khandaghosh - Nischintapur Rd and Bankura - Beliator - Barjora - Durgapur Rd and Netaji Subhas Chandra Bose International Airport, Kolkata which is about 212km to Bankura. From there, you can take a cab, bus or train to Bankura.

## 1.3 Economy Of The District

Bankura is economically underdeveloped and is mostly dependent on agriculture. Almost 70% of the district's income is generated through agriculture where 80% of the farmers are small & marginal in nature. Bankura is one of the most draught prone district of West Bengal. However due to protective irrigation system, land reforms and use of high fertile & hybrid crops the economic condition of the district has improved. Also, cottage and small-scale industries, such as Stone-crushing, Weaving, Oilseed-crushing, handicraft units like Dokra, Terra-cotta, Baluchari Sari play a key economic role in district

### • Agriculture:

Bankura district is surrounded by the districts of Midnapur and Hooghly in the East, Purulia in the West, Burdwan in the North and again Purulia and Midnapur in the South. It is somewhat triangular in shape and lies within 23°38' to 22°38' North latitude and 86°03' to 87°04' East longitude.



The major part of the district is characterized by undulating topography. The average slope of land varies from 0.4% to 10%. The soil is mostly lateritic, light in texture and acidic in nature. The fertility status is also very low. The soil is light and porous in nature with low organic matter and low water holding capacity. However eastern and southern part of this district is more productive than western part.

The altitude of Bankura Railway Station is 84 meters above MSL with highest point of 427 meters in the Susunia Hill, whereas Susunia farm is 100 meters above MSL & Bishnupur 70 meters above MSL.

The river Dwarekeswar and Kangsabati are major rivers of the district. Others notable ones are Silabati, Gandheswari, Sali, Joyponda, Birai, Amoda etc. The river Damodar separates the district from Burdwan in the North.

Rice is the main crop of the district. Though the district is prone to drought, it can raise surplus food production in years of good rainfall. Besides rice, the major crops are Potato, wheat, Vegetables, Mustard, Summer Til etc. Like rice, the district is also surplus in Potato & Vegetable production. The district is lagging behind in the production of Pulses & Oilseeds. Special emphasis in production of Oilseeds & Pulses by introducing new varieties of Pulse Crops like Arhar, Lentil, Gram, Khesari, Kalai, Moong etc is required. Ground Nut and Sunflower have been introduced in Rabi season to meet up the gap between demand and production of Oilseed crops. Broccoli and Capsicum are also cultivated by farmers of this district to meet up the demand of the local people.

• **Industry:**

*West Bengal Khadi & Village Industries Board* (Under the Department of Micro, Small & Medium Enterprises and Textiles, Govt. of West Bengal) has undertaken different project on Cluster Development with a holistic approach towards developing the life of traditional craftsmen and also to enhance the livelihoods of the Khadi Weavers, Khadi Spinners, Village Industries' Artisans, and Village Crafts Making Artisans.

*Dokra Crafts* at Bikna, *Terracotta Crafts* at Panchmura, Stone Carving & Cutting at Susunia, Dheki Process Rice Making at Dalpur, Sal Leaf Palte at Junglemahal Blocks, Sabai Crafts Making at Junglemahal Blocks, Muslin Project at Sonamukhi, Silk Khadi Project at Bishnupur & Sonamukhi etc. are the Important Clusters for enhancing the livelihoods of the artisans. WBKVIB organises different types of Khadi & V.I. Fair (Mela) for sales and promotion of the Khadi & V.I. Products of the artisans. WBKVIB provides subsidised Bank Loan for setting up Industries (up to Rs. 25 Lakh) through PMEGP Programme and also provides Skill Development Training, Tools, Machines, Revolving Fund to the artisans for their development.



• **Large Scale Industries / Public Sector undertakings:**

| Sl.No | Name of the unit            |
|-------|-----------------------------|
| 1     | C.P Ispat Pvt. Ltd          |
| 2     | Lafarge india Pvt. Ltd.     |
| 3     | SRC Udyog Ltd               |
| 4     | Surya Alloy Industries Ltd. |
| 5     | Hindustan Seals Ltd         |

• **Medium Scale Industries**

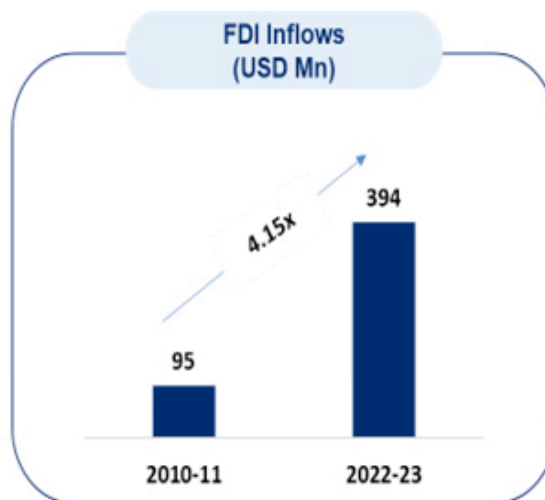
| Sl.No | Name of the unit                     |
|-------|--------------------------------------|
| 1     | Icore Polyfab Pvt. Ltd.              |
| 2     | Tanushree Ispat Pvt. Ltd.            |
| 3     | Ramdiha Refrigeration Pvt. Ltd. (I)  |
| 4     | Capricorn Ispat Udyog                |
| 5     | Ramdiha Refrigeration Pvt. Ltd. (II) |
| 6     | Crescent Manufacturing Pvt. Ltd.     |
| 7     | Exodus Knitwear Pvt. Ltd.,           |
| 8     | Hindustan Seals Ltd.,                |
| 9     | Hindustan Seals Ltd.,                |
| 10    | Pallisree Ltd., (Lakshmisagar Unit)  |
| 11    | R.G.Steel Pvt. Ltd.                  |
| 12    | B.D.Casting Pvt. Ltd.                |
| 13    | Concast Bengal Indus Ltd.            |
| 14    | Concast Infrastructures (P) Ltd.     |
| 15    | Hooghly Metals Pvt. Ltd.             |
| 16    | Sodepur Engineering Ltd.             |
| 17    | Shree M.P. Ispat & Power Ltd.        |
| 18    | Sova Ispat Pvt. Ltd.                 |
| 19    | Manakshia Steel Ltd                  |
| 20    | Hindusthan Seals Ltd.                |
| 21    | Govinda Impex Pvt. Ltd               |
| 22    | India Dairy Products Ltd.            |
| 23    | Kalika Fuel & Chemical Indus         |

- **Small Scale Industries**

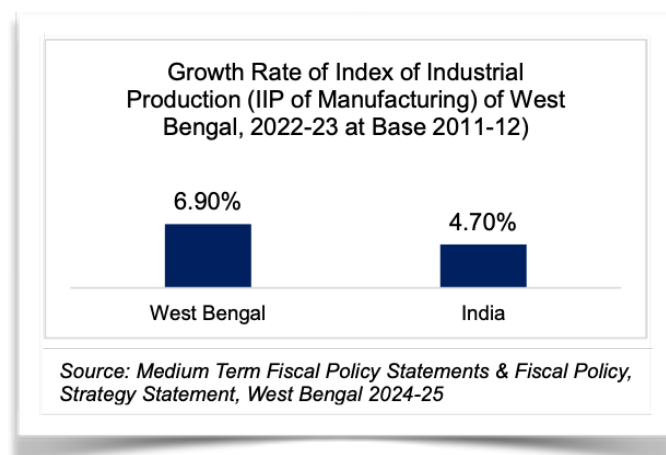
| Sl.No | Name of the unit                                 |
|-------|--|
| 1     | Agro based                                       |
| 2     | Soda water                                       |
| 3     | Cotton textile                                   |
| 4     | Woollen, silk & artificial Thread based clothes. |
| 5     | Jute & jute based                                |
| 6     | Ready-made garments & embroidery                 |
| 7     | Wood/wooden based furniture                      |
| 8     | Paper & Paper products                           |
| 9     | Leather based                                    |
| 10    | Chemical/Chemical based                          |
| 11    | Rubber, Plastic & petro based                    |
| 12    | Mineral based                                    |
| 13    | Metal based (Steel Fab.)                         |
| 14    | Engineering units                                |
| 15    | Electrical machinery and transport equipment     |
| 16    | Repairing & servicing                            |



## 2. Export Scenario- West Bengal



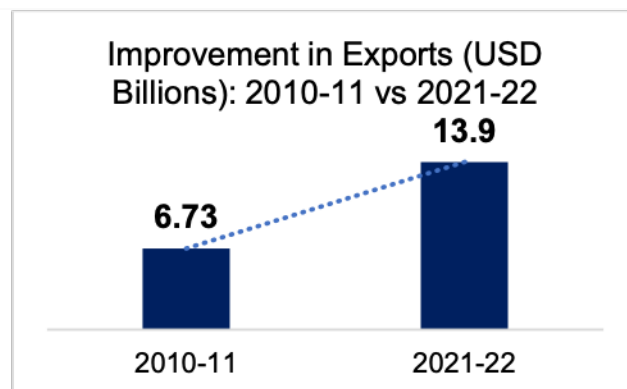
In 2023-24, approximately 81% of West Bengal's GSDP came from industry and services. The State's growth in the Index of Industrial Production (IIP) for manufacturing is notably higher than the national average.



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-Bankura:

#### 3.1 Handicraft Sector:

##### ○ HANDLOOM

Handloom Sector of this district is the 2nd employment generating sector in rural economy. There are 21264 weavers and ancillary weavers and more than 30000 people engaged in this profession. The weavers concentrated area are Bishnupur, Sonamukhi, Bankura, Indpur, Taldangra, Simlapal and Patrasayer Block. Cooperative Society, Cluster, SHG, Master weavers and individuals altogether exist in this district. The products of the cotton sector – Bed sheet, Bed cover, Dhuti, Gamchha and Home furnishings and for silk sector – Baluchari saree, Swarnachari, silk and Tassar than etc. Slik weavers play major leading role in Bankura District. The Silk Baluchari saree is the one of the world famous saree in the world, it has got Geographical Indication(GI) mark on 01.06.2009. In around 1956, production of Baluchari saree was started at Bishnupur. Pit looms are mainly used in this District.

##### ○ Product details:

- **Terracotta Craft:** Terracotta means '*baked earth*' and it has been used to produce decorative art works as well as construction works since ancient times. Terracotta tiles are being used in exterior and interior decoration of buildings these days and have gained incredible popularity in no time. Take a tour to Panchmura village which is the home to famous terracotta industry. Get a live demonstration on terracotta crafts and take beautiful souvenirs or jewellery to gift your near and dear ones. These beautiful artworks are mainly concentrated in Bishnupur and Panchmura of Bankura District. Enhance the grace of your drawing room with the long-necked Terracotta Horse which is the logo of All India Handicrafts. You will see that the horse comes in seven separated body parts like a hollow



long neck, four legs, face, ears, tail etc. You have to assemble those parts to get a horse like structure. The leaf like long ears and decorative body are definitely a sign of elegance and pride.



- o **Dhokra:** The Dhokra or Dokra is a beautiful form of tribal art that showcases the immense talent of tribal craftsmen. Various types of ornaments and brilliant home decor items, idols of gods and goddess can be made of Dokra. The system of metal casting is being used in Dokra art is considered to be the oldest form of metal casting and it is known as 'cire perdue' technically. Bikna village of Bankura district is the home to this majestic art.



- o **Silk saree:** Bishnupur is famous for Baluchari sarees. The world famous Baluchari- design was inspired by the terracotta tiles of the temples. Mythological stories, tribal life style and social lifestyle have been reflected in Baluchari designs. The famous indoor game played by Malla kings of Bishnupur was 'Dashabatar Tash' and it is internationally famous as a collector's item. This card game was invented by Malla king Veer Hambir and was based on the ten incarnations of Lord Vishnu. The Dashabatar cards comprise of 10 suits of 12 cards each. Presently, the Foujdar family of Bishnupur is the only practitioners of this unique folk art. They make the cards using cloth, the glue of tamarind seeds, chalk dust, colours, vermilion and lac.



o Potensial Areas:

1. Bishnupur
2. Panchmura – Sabrakone
3. Bhalukbasa – Rangamati
4. Garduara Jambedia

### 3.2 Clusters in district:

West Bengal Khadi & Village Industries Board (Under the Department of Micro, Small & Medium Enterprises and Textiles, Govt. of West Bengal) has undertaken different project on Cluster Development with a holistic approach towards developing the life of traditional craftsmen and also to enhance the livelihoods of the Khadi Weavers, Khadi Spinners, Village Industries' Artisans, Village Crafts Making Artisans.

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| SL. NO | Name of the Cluster  | Location                   | No. of Beneficiary |
|--------|----------------------|----------------------------|--------------------|
| 1      | Dokra Crafts         | Vill-Bikna, Bankura-II     | 360 Nos.           |
| 2      | Terracota Crafts     | Vill-Panchmura, Taldangra  | 270 Nos            |
| 3      | Stone Carving        | Vill-Susunia, Chhatna      | 380 Nos            |
| 4      | Muslin               | Sonamukhi                  | 288 Nos.           |
| 5      | Sa Leaf Plate Making | Raipur, Simlapal           | 3840 Nos           |
| 6      | Sabai Crafts         | Ranibandh                  | 1242 Nos           |
| 7      | Dheki Processed Rice | Vill-Dalpur, Chhatna       | 300 Nos            |
| 8      | Khadi Weaving        | Vill-Kenjakura, Bankura-II | 700 Nos.           |
| 9      | Silk Khadi           | Sonamukhi                  | 180 Nos            |



### 3.3 Performance of the Products In International Markets:

#### ○ Silk Saree

| YEAR                 | 2019  | 2020  | 2021  | 2022  | 2023  |
|----------------------|-------|-------|-------|-------|-------|
| EXPORT<br>VALUE (\$) | 66971 | 59831 | 79674 | 70270 | 76697 |

#### ○ Major Export Destinations:

1. United Arab Emirates
2. United State of America
3. United Kingdom
4. Singapore
5. Italy

#### ○ Dokra product (HSN:7418)

| YEAR                 | 2019  | 2020  | 2021  | 2022  | 2023  |
|----------------------|-------|-------|-------|-------|-------|
| EXPORT<br>VALUE (\$) | 31418 | 31432 | 47347 | 60273 | 54715 |

#### ○ Major Export Destination:

1. United State of America
2. Saudi Arabia
3. United Arab Emirates
4. United kingdom
5. Nepal

#### 4. Export Action Plan-Bankura

| 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"> <li>• Invite Investors to harness the potential of value addition.</li> <li>• Support MSME's to setup units</li> <li>• Continuous engagement with exporters, associations, Trade Bodies etc to identify new avenues for exports</li> <li>• Engaging with Missions abroad to identify the potential buyers.</li> </ul> | 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   | DLEPC |
|   |                             |  | Draw the calendar of events for training  |       |
|   |                             |  | Conduct Exposure tours across the country   |       |

## **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: 24<sup>th</sup> 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.