



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



Content



1. District Profile- Birbhum-----	2
1. 1 Geographic Profile-----	3
1.2.Logistics & Connectivity-----	4
1.3.Economy of the District -----	5
2. Export Scenario- West Bengal-----	11
3. Target Export Products-Birbhum: -----	12
3.1 Handicraft Sector:-----	12
3.2 Clusters in district: -----	15
3.3 Performance of the Products in International Markets:-----	22
4. Export Action Plan-Birbhum -----	25
5. Annexure -----	27
5.1 District Level Export Promotion Committee-----	27

1. District Profile- Birbhum

At the dawn of the history, part of the district as now constituted appears to have been included in the tract of the country known as “Rarh” and part in the tract called “Vajjabhumi “. The traditions of the Jainas state that Mahavira, their last great Tirthankara, wandered through these two tracts in the 5th Century, B.C.; and the description of them would seem to show that the eastern part of the district, with its alluvial soil, well-watered by rivers, formed part of Rarh, while the wilder and more rugged country to the west was aptly known as Vajjabhumi, i.e., the country of Thunderbolt. Rarh was part of the territory ruled over by the Maurayan Emperors, and was subsequently included in the empire of the imperial Guptas, of Shasankas and of Harshavardhana. After dismemberment of Harsha’s Empire, it was included in the Pala kingdom and formed a part of it until middle of 12th Century A.D. when the overlordship passes to the Sena kings. In the 13th Century A.D. the district passed under the rule of the Muhammedans, and according to some authorities, Lakhanor (or Lakhnur), an important frontier post of Musalman territory, lay within its limits. After this, for many centuries the controls of the Mohammedans over the Western part of the district appears to have been merely nominal, and the country was left under the rule of Hindu chiefs, called Bir Rajas. After the cession of the Diwani to the East India Company in 1765, Birbhum was administered from Murshidabad until 1787. In that



year in consequence of the unsettled state of the country, which required a separate administration, it was constituted as district with Vishnupur (i.e. eastern portion of Bankura), and this arrangement continued till 1793, when Vishnupur was transferred to the Burdwan Collectorate. In 1809, the collectorship of Birbhum was abolished, and the district was again administered from Murshidabad, an Assistant Collector remaining in charge at Suri. In 1820, Birbhum was reconstituted as a separate district and restored to its former area, with the exception of a few estates were transferred to the Jungle Mahals. After the Santhal rebellion, the upland tracts on the West, which had been a rallying point of the rebels, were transferred to the newly constituted district of Santhal Paraganas and in this way four paraganas and a part of the fifth were detached from Birbhum, viz., Sarath Deoghar, Pabbia, Kundahit Karaya, Muhmmadabad and part of Darin Mauleswar. In 1872 the district consisted of the following thanas (1) Suri, (2) Rajnagar, (3) Dubrajpur, (4) Kasba (now Bolpur), (5) Sakulipur, (6) Labpur, (7) Barwan, and (8) Mayureswar with a total area of 1,344

square miles. In 1879 Barwan with an area of 108 sq. miles was transferred to Murshidabad, while the thanas of Rampurhat and Nalhati (including the present Thana of Murarai) were transferred from Lalgunj subdivision of that district to Birbhum.

Source: Bengal District Gazetteers: Birbhum

DISTRICT AT A GLANCE:

- **AREA:** 4545 Sq. Km
- **POPULATION:** 3502404
- **LANGUAGE:** Bengali, Santali, Hindi, English, Urdu
- **LITERACY RATE :** 71%
- **SEX RATIO :** 956
- **POPULATION DENSITY (PER SQ. ML.):** 770/km² (2,000/sq ml)

1. 1 Geographic Profile

Birbhum is the northernmost District of the Burdwan Division. It lies between 23° 32' 30" and 24° 35' 0" north latitude and 88° 1' 40" and 87° 5' 25" east longitude. In shape it looks like isosceles triangles. The apex is situated at the northern extremity not far south of point where the Ganges and the hills of the Santhal Paraganas begin to diverge while the river Ajay forms the base of this triangle. Birbhum is bounded on the north and west by Santhal Paraganas, on the east by the districts of Murshidabad and Burdwan and on the south by Burdwan, from which it is separated by the Ajay River. The district extends over an area of 4545 Sq. Kms.

RIVER SYSTEM:

The district is well drained by a number of rivers and rivulets running in nearly every case from west to east with a slight southerly inclination. Only two are rivers of any magnitude, viz., the MOR and the Ajay, the latter of which marks the southern boundary, while the MOR runs through Birbhum from West to East. Both rivers are of considerable size when they enter the district, their width varying according to the configuration of the country, from two hundred yards to half a mile. The Ajay first touches the district at its south-west corner, and follows a winding course in an easterly direction, till it enters Burdwan at the extreme south-eastern angle of Birbhum, eventually falling into Bhagirathi near Katwa. The MOR enters Birbhum from the Santhal Paraganas near the village of Haripur and flows through the centre of the district from west to east, passing two miles north of Suri and forming the southern boundary of the Rampurhat Sub-division. It leaves the district a little east of Gunutia and joins Dwarka which itself is a tributary of the Bhagirathi. The MOR is also widely known as Mayurakshi meaning "the peacock eyed", i.e. having water as lustrous as the eye of the peacock. Between the MOR and Ajay there are a few large streams coming from beyond the western boundary, of which the Hinglo is the most important. It enters the District from the Santhal Paraganas some eight miles north of Ajay, flows through Dubrajpur Thana, and gradually approaches that river, unites with it at Chapla, after a course in Birbhum of about 15 miles. Another river is the Bakreswar, which rises at hot spring of same name near Tantipara, some ten miles west of Suri, and after following a zigzag course eastward, and receiving one by one the waters of almost all the rivulets, joins the MOR a few miles beyond the eastern boundary of the

district. Other important rivers of the district include the Brahmani, the Bansloi, the Pagla, the Kopai or Sal.

CLIMATE:

The climate of the district is generally dry, mild and healthy. The hot weather usually last from the middle of March to the middle of the June, the rainy season from the middle of June to the middle of October, and the cold weather from middle of October to the middle of March. They do not always correspond to this limit. As a rule, the wind is from south-east in summer and from the north-west in winter.

FLORA:

The eastern portion of the district is a continuation of the rice plain of West Bengal, and the vegetation is characteristics of rice fields in Bengal generally, species of Aponogeton, Utricularia, Drosera, Dopatrium, Ilysanthes, Hydrolea, Sphenoclea and similar aquatic or palustrine genera being abundant. In the drier undulating country to the west the characteristic shrubs and herbs include species of Wendlandia, Evolvulus, Stipa, Tragus, Perotis, Spermacoce, Zizyphus, Capparis and other similar plants affecting a laterite soil. Trees like mango, palm, and bamboo are frequently found. Other abundant species are jack, arjun, sal, piar, dhau, kend and mahua.

FAUNA:

The carnivores of the district included leopards, bears, wolves and other small species. With the growth of population and settlements, leopards and bears have vanished over time. Wild pigs and wolves may be found in small tracts jungle of Chinpai, Bandarsol and Charicha. Wild elephants from nearby Santhal Paraganas (now Jharkhand) migrate into the district in search of food and sometime in attraction of Mahua flower. Apart from these long tailed apes, called Hanuman is commonly found. They often damage growing crops in the villages. The birds commonly found in the district include partridges, green pigeons, and various water fowls. But their number has dwindled considerably due to reckless hunting. Few migratory birds are also found near Bolpur. Common birds of deltaic Bengal are mixed up in this district with birds of wooded hill, doyel, Indian robin, drongo, hawk cuckoo, koel, sun bird, Indian roller (nilkantha), parrot and babblers are found in abundance. The major varieties of fish include rui, katla are found in rivers. Tanks, which are numerous in the district, are stocked with rui, katla, mrigel, magur and koi.

1.2.Logistics & Connectivity

RAIL

Birbhum is well-linked to the other districts in West Bengal by railways. The Howrah-Sahibganj loop of the Eastern Railway passes through this district. While the junction at Nalhati connects

Birbhum to Azimganj in Murshidabad district, the Andal-Sainthia line connects it to the main Howrah-Delhi main line. In short, Birbhum is appropriately linked to the other districts, which makes traveling to the place fun.

ROAD

Birbhum is very well connected to the other districts in West Bengal. The Panagarh-Moregram Expressway linking Grand Trunk Road (NH 2) with NH 5 cuts across the district. Apart from this, there are several other entry points for the place as well. Regular bus services from Kolkata, Siliguri and other cities connect Birbhum to all the districts in West Bengal.

AIR

Kazi Nazrul Islam Airport is the nearest airport, located at Durgapur and about 70 km from Birbhum. After de-boarding from the air carrier, tourists can either opt for a train heading towards Birbhum or arrange for a bus/personal cab to reach the beautiful and striking district.

OTHERS

As for the local transport, there are bus services, auto rickshaws and taxis that make traveling easy. Apart from this, the entire district is covered by local trains that connect all the major divisions of Birbhum. Ahmadpur, Dubrajpur, Rampurhat, Asansol, Murarai, Sainthia, Bolpur Shantiniketan, Nalhati, Siuri, Chatra, Rajgram and Swadinpur, each of the towns has a railway station, linking the entire region of Birbhum.

Source: National Informatics Centre (NIC)

1.3. Economy of the District

Birbhum is primarily an agricultural district with around 75% of the people dependent on agriculture. While 159.3 km² (61.5 sq mi) of land is occupied by forests, 3,329.05 km² (1,285.35 sq mi) of land is used for agricultural purposes. 91.02% of the population live in villages. Out of total 4,50,313 farmers (holding 3,20,610 hectares of land), 3,59,404 are marginal farmers (holding 1,41,813 hectares altogether), 63,374 are small farmers (holding 95,144 hectares altogether), 26,236 are semi-medium farmers (holding 76,998 hectares altogether), 1,290 are medium farmers (holding 6,215 hectare altogether), and 9 are large farmers (holding 440 hectares of land). The average size of land holding per farmer is 0.71 hectares. 6, 07,172 people work as agricultural labourers in Birbhum. Major crops produced in the district include rice, legumes, wheat, corn (maize), potatoes and sugar cane. The district has thirteen cold storages. Land

with irrigation facilities in 2001-02 totalled 2,763.9 km² (1,067.1 sq mi). There are five barrages, providing irrigation support. Canada Dam on the Mayurakshi river at Massanjore lies close to the border of Birbhum and the Dumka district in Jharkhand. Further down the Mayurakshi is the Tilpara Barrage at Suri. Birbhum is a major centre of cottage industries. Perhaps the most notable cottage industry is a non-profit rural organisation named Amar Kutir. Other main industries in Birbhum are agriculture-based industries, textiles, forestry, arts and crafts. Sriniketan is noted for its dairy industry and as a forestry centre. Some of the notable forms of cottage industries of Birbhum include textile—especially cotton and locally harvested tussar silk, jute works, batik, kantha stitch, macramé (weaving by knotting threads), leather, pottery and terracotta, solapith, woodcarving, bamboo and cane craft, metal works and tribal crafts. There are 8,883 small and medium scale industries. Principal industries of the district include cotton and silk harvesting and weaving, rice and oilseed milling, lac harvesting, and metalware and pottery manufacture.^[8] Bakreshwar Thermal Power Station (210 MW x 3 + 210 MW x 2 under construction) is the only heavy industry in the district. Sainthia is known as business capital of Birbhum and an economically important city. Sainthia is the major centre for export and import of cottage industries. Huge numbers of businesses run in this city and its economy stands tall due to sales of agricultural based products.

AGRICULTURE:

Birbhum is an important district of “Rarh Region” situated in the northern part of Burdwan Division of West Bengal. The district lies between 23°-32’-30” and 24°-35’-0” North Latitude and 88°-01’-40” and 87°-05’-25” East Latitude. The district is bounded by Murshidabad in the East and North-East, Burdwan in the South and South-East and Santal Parganas of Jharkhand in the West and North-West.

The district is spread over an area of 4545 sq. km. and is characterized by undulating topography. The land situation is gradually slopped down from the west to the flat plains appear in the furthest of the district.

Most of the rivers and rivulets originate from the Chhotonagpur hills, enter in to the western part and pass through the eastern direction of the district. The river Ajoy divides the districts Birbhum and Burdwan. The rivers Mayurakshi, Hinglow, Bansloi, Kopai, Bakreswar, Siddheswari, Brahamani, Dwarka etc. pass through different blocks of the district.

The area of the district lies under 3 Agro-climatic Zones of the State namely (1) Gangetic Alluvial Zone, (2) Vindhyan Alluvial Zone, (3) Undulating Red and Laterite Zone.

Gangetic Alluvial Zone: The alluvial soil is very deep, medium fine to medium texture, neutral to mildly alkaline in PH, calcareousness is significant in large section, base saturation moderately high, N, P status medium-to-medium low and K status is medium to high, external drainage medium to slow and internal drainage is moderate.

Vindhyan Alluvial Zone: Soil in general is deep in nature, texturally medium fine, mostly acidic in soil reaction and PH increasing with depth, external drainage medium, and internally moderate well-drained, ground water deeply placed, low in bases organic matter and phosphate (P), medium in potash (K).

Undulating Red and Laterite Zone: The region is primarily undulating with mounds and valleys and exhibiting different grades of laterisation process in soil formation.

Soil is normally well drained, susceptible to soil erosion due to rapid external drainage or runoff, soil reaction ranges from acidic in ridge and near neutral in valleys, base saturation, and organic carbon content, phosphate matter and potash are significantly low at ridge but increases down the slope especially at valley

Agriculture of the region is mostly rain dependent. Ground water is not easily and economically harvestable. Prevalence of moisture stress on standing Kharif crops during the late monsoon period is very common.

The Agro-climatic condition of the district is mainly influenced by the presence of a number of Rivers, Rivulets, Dams, and Barrages. The temperature varies from 12.7°C to 28.3°C in winter and from 25.5°C to 41.5°C in summer. The average rainfall is 1430 mm. the soil is generally acidic in nature.

- Land Utilization
- The total geological area of this District is 454500 ha of which 320610 ha (70.54%) is under cultivation.

Out of the total area under cultivation 54.58% area is covered by irrigation. There is Mayurakshi canal projects in the district. The main source of irrigation is ground water. Presently, there are 450313 no of farming families of which 359404 nos. belongs to marginal category, 63374 nos. belongs to small category, 26236 nos belongs to semi medium, 1290 nos. belongs medium category and rest 9 nos. belongs to large farmers category. Since more than 73% of land belongs to small and marginal farmers and average size of land holdings is 0.71 ha which becomes difficult for application of advanced technology in farmers field. Paddy is the major crop of this district which covers an area of 94% of the total cultivated area of the district during kharif. Other major crops are Oilseeds, Wheat & pulses, vegetables. The major cropping pattern of the District is Aman/ AusPaddy/Wheat/ Vegetable / Oilseeds/ Pulses/ Boro Paddy. Due to high dependence on chemical fertilizer and scanty use of organic fertilizer & FYM and unscientific cropping system, continuous puddling of soil, soil fertility is deteriorating day by day. On the other hand contamination of chemicals on all agril. produce and living organism is a serious concern. In order to overcome this problems State Department of Agriculture has introduced several programmes like, Organic farming, Bio-village, Soil Health Management etc. and massive training programmes at different levels with the small and marginal farmers. The information on land use pattern of the district is given in table.

The main problems which hinder development of farming in this District are small land holdings, resurgence of insect pest, poor marketing facilities and on and often natural calamities like drought, flood, hailstorm and heavy population pressure on land etc. In order to minimize such constraints some measures have already been taken by the State Govt.

The ground water resource of the most blocks of this district has been over exploited and ground water level is declining day by day. Depletion of ground water table is really a serious problem to supply of water for drinking and for any agricultural production.

Contact:

Deputy Director of Agriculture (Administration), Birbhum
Old Collectorate Building
P.O- Suri, District-Birbhum
PIN- 731101
Phone No: 03463255281,
E-mail- paobirbhum@gmail.com

IMPORTANT VARIETY CULTIVATED UNDER DIFFERENT CROPS

SL NO	CROP	VARIETY
1	Aman Paddy	M T U - 7 0 2 9 , S S - I, MTU-1001, MTU-1010, IR42, Pratiksha, GB-1, GB-3, Sahbhagidhan, DRR - 44 , DRR - 42 , M T U - 1 1 4 0 , C i h e r a n g Sub-1, MTU1121, MTU1153, MTU-1156, Ajit, Rajendra Bhagwati , Co-51, Dhiren, CR Dhan-800
2	Summer Paddy	MTU-1010, IET-4786, GB-1, IR-64, MTU-1153
3	Wheat	HD-2967, CBW-38, UP-262, PBW-343, DBW187, DBW-3171
4	Mustard & Rai	B - 9 , J D - 6 , P T - 3 0 3 , B - 5 4 , P i t a m b a r i , P u s a Mustard 28 , N R C H B - 1 0 1 , P a n t S w e t a , P u s a Vijoy , YS0401, NRCYS05-02 & Hybrid Mustard (JKMS8532, Kesari Gold, Kesari5111)
5	Potato	Kufri Jyoti, Kufri Pukhraj, Kufri Chandramukhi, Kufri Surya, Kufri Garima, Kufri Mohan, Kufri Lalit, Kufri Khyati
6	Lentil	Asha, Ranjan, Subrata(WBL-58), Subhendu , Moitree(WBL-77) , Pusa Ageti Masoor, PL-8
7	Gram	Anuradha, Bidisha, Mahamaya-1 & 2, RVG-202, Pant Gram-5
8	Sesamum(Til)	Roma, Savitri, Tilottama , GT-1 & 3
9	Moong	S a m r a t , S o n a l i , P a n n a , P u s a Bisal, K851, Virat, Shikha, Sukumar, Bireswar
10	Kalai(Black Gram)	Kalindi, Sarada, Sulata, Goutam
11	Maize	Hybrid Maize (JKMH-4222, Juvaraj Gold, ADV-756,
12	Ground Nut	TG-37A, TAG-24, Vasundhara, AK-12-24, J-11, MH-2

INDUSTRY:

LARGE SCALE INDUSTRIES / PUBLIC SECTOR UNDERTAKINGS LIST OF THE UNITS IN BOLPUR & NEARBY AREA:

SL. NO	NAME OF THE UNIT
1.	Bakreshwar Thermal Power Station

MEDIUM SCALE ENTERPRISES

List of the units in Bolpur & nearby Area:

SL. NO	NAME OF THE UNIT
1.	Vertech Valley Paper Products Pvt. Ltd.
2.	National Sugar Industry
30	Mayurakshi Cotton Mill Ltd.,
4.	Mini Steel Plant,
5.	Explosive Slurry unit,

MAJOR EXPORTABLE ITEM:

Shantiniketan Leather articles

Potential areas for service Industry:

Bolpur, Sainthia, Rampurhat, Bakreshwar, Dubrajpur

Existing Clusters of Micro & Small Enterprise:

DETAIL OF MAJOR CLUSTERS:

Brass & Bell Metal, Shantiniketan Leather Goods are the major clusters available in the Bankura District, West Bengal

Manufacturing Sector

Leather Goods, Ceramic items, Agro products, Metal ware and pottery manufacturing

DETAILS FOR IDENTIFIED CLUSTER (UNDER MSME-DI, KOLKATA):

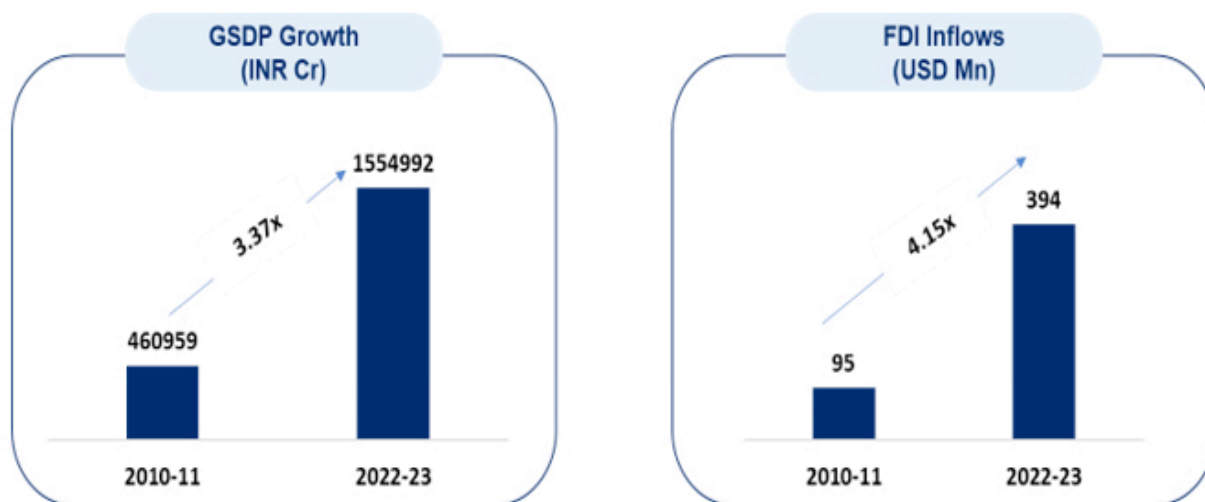
Shantiniketan Leather Goods Shantiniketan, Birbhum

1.	Principal Products Manufactured in the Cluster	Shantiniketan Leather Goods
2.	Name of the SPV	Shantiniketan Leather Cluster Industries Co-operative Society Ltd.
3.	No. of functional units in the clusters	90
4.	Turnover of the Clusters	Rs.11.00,00,000 Approx
5.	Value of Exports from the Clusters	Rs.3,50,00,000 Approx
6.	Employment in Cluster	5500

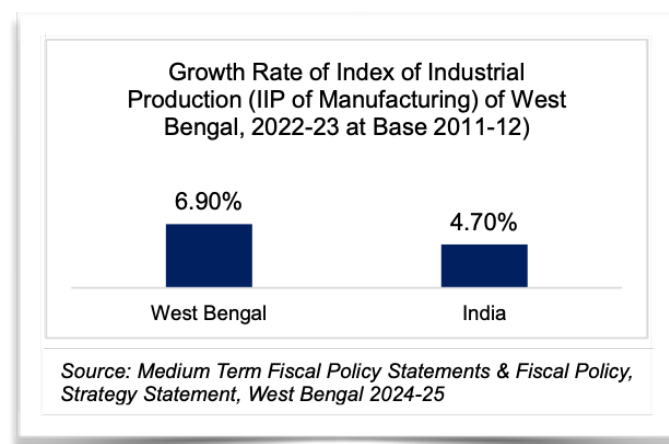
7.	Average investment in plant & Machinery	Rs.6,50,000
8.	Major Issues / requirement	Marketing, Raw materials, Skilled work force
9.	Presence of capable institutions	22
10.	Thrust Areas	Design Development & Export
11.	Problems & constraints	Lack of skilled workforce & marketing of products.
12.	Testing needs	Testing is to be done by CLRI and other Test houses.
13.	Thrust Area	Design Development & Export
14.	Access to Export Market	Through ITPO Trade fairs

Soft intervention for the cluster done by MSME-DI, Kolkata, from 2005-08.DDPR for the CFC was done by CLRI in 2008. Govt. of West Bengal procured a piece of land for Rs.27.60 lakh for the CFC in 2008.Administrative approval for the CFC was issued by the DC,MSME in 2009 for total Project Cost Rs.201.86 lakh. Construction of CFC has started by WBSIDC from May, 2012. On 6 th September, a office order No.1(94)CDD/CFC-Santiniketan /2007,dated the 5 th September, received from DC, MSME, regarding cancellation of project for setting up of Common Training Centre in Leather Goods Cluster, Santiniketan, Birbhum, West Bengal, due to no substantial progress regarding creation of required infrastructure in respect to release of GoI fund.

2. Export Scenario- West Bengal



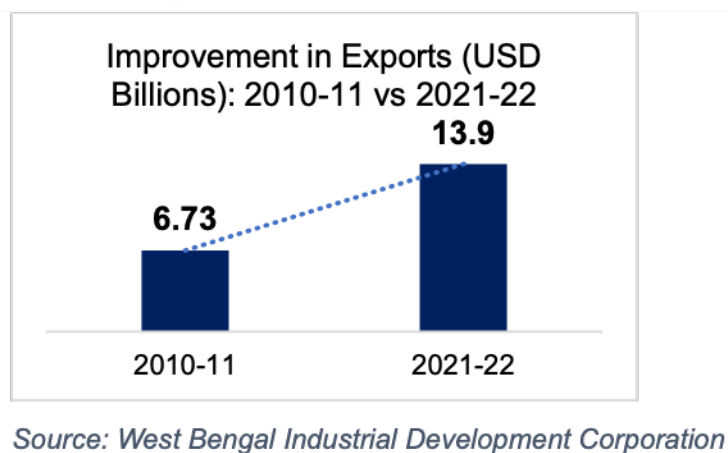
In 2023-24, approximately 81% of West Bengal's GSDP came from industry and services. The State's growth in the Index of Industrial Production (IIP) for manufacturing is notably higher than the national average.



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



3. Target Export Products-Birbhum:

3.1 Handicraft Sector:

HANDLOOM

The handicrafts in Birbhum are very popular and in high demand in Market. A large number of artisans are directly engaged in different types of handicraft items. Some artisans mainly women are involved in production of handicraft items. Kantha Stitch and leather handicraft items of Birbhum produce a special attraction to the customers of all over India and in abroad also. The handicraft sector directly and Sl. No Name of the Unit 1 Bakreshwar Thermal Power Station 11 indirectly employed a large number people. In Birbhum, there are so many villages , where major rural women are involved in stitching work in Kantha stitch. It is a good sign not only in economy of a nation but it has a high social values. If some financial and infrastructural support should be provide to the artisans, it will brings a golden success in Indian economy. Major handicraft products of Birbhum:-

PRODUCT DETAILS:

1. Kantha Stitch Items
2. Batik Print
3. Leather Items
4. Docra Puthi Mala
5. Sola Craft
6. Brass & Bell metal
7. Jute Crafts 8. Date root & seed ornaments
9. Ornaments, macrom, brass, etc
10. Wood curving
11. Cane & Bamboo products
12. Paintings-patachitra, Sara, wall hangings etc
13. Image, idols of paddy, straw
14. Terakota, Clay Modelling

POTENIAL AREAS:

1. TANTIPARA
2. MARGARM
3. TENTULIA
4. MURADIHI
5. BASWA BISHNUPUR

TANTIPARA

1.	Name of Potential Area	Tantipara
2.	Areas	Vill- Tantipara, Dist.- Birbhum
3.	Important Products	
List of Product(s) in order of priority : Tassar than		

The interventions provided for further development of the potential areas

a) Technological upgradations	Arrangement for technological up gradation in weaving, dyeing & designing.
b) Skill Upgradation	Skill up gradation training on weaving, dyeing & designing.
c) Basic Inputs	Supply of looms, accessories, revolving capital etc.
d) Physical infrastructure	Setting up of CFC and dyeing unit.
e) Marketing	Arrangement for proper marketing of the diversified

MARGARM

1.	Name of Potential Area	Margarm
2.	Areas	Vill- Margram, Dist.- Birbhum
3.	Important Products	
List of Product(s) in order of priority : Traditional Silk kora than		

The interventions provided for further development of the potential areas

a) Technological upgradations	Arrangement for technological up gradation in weaving, dyeing & designing.
b) Skill Upgradation	Skill up gradation training on weaving, dyeing & designing.
c) Basic Inputs	Supply of looms, accessories, revolving capital etc.
d) Physical infrastructure	Setting up of CFC and dyeing unit.
e) Marketing	Arrangement for proper marketing of the diversified

TENTULIA

1.	Name of Potential Area	Tentulia
----	------------------------	----------

2.	Areas	Vill- Tantulia, Dist.- Birbhum
3.	Important Products	
List of Product(s) in order of priority : Traditional Silk Kora Than		

The interventions provided for further development of the potential areas

a) Technological upgradations	Arrangement for technological up gradation in weaving, dyeing & designing.
b) Skill Upgradation	Skill up gradation training on weaving, dyeing & designing.
c) Basic Inputs	Supply of looms, accessories, revolving capital etc.
d) Physical infrastructure	Setting up of CFC and dyeing unit.
e) Marketing	Arrangement for proper marketing of the diversified

MURADIHI

1.	Name of Potential Area	Muradihi
2.	Areas	Vill- Muradihi, Dist.- Birbhum
3.	Important Products	
List of Product(s) in order of priority (a)Traditional Cotton Tangail Saree		

The interventions provided for further development of the potential areas

a) Technological upgradations	Arrangement for technological up gradation in weaving, dyeing & designing.
b) Skill Upgradation	Skill up gradation training on weaving and dyeing.
c) Basic Inputs	Supply of looms & accessories, revolving capital.
d) Physical infrastructure	Setting up of dyeing units and CFC.
e) Marketing	Arrangement for proper marketing tie up

BASWA BISHNUPUR

1.	Name of Potential Area	Baswa Bishnupur
2.	Areas	Vill- Boswa & Bishnupur, Dist.- Birbhum
3.	Important Products	

List of Product(s) in order of priority : Traditional Silk Kora Than

The interventions provided for further development of the potential areas

a) Technological upgradations	Arrangement for technological up gradation in weaving, dyeing & designing.
b) Skill Upgradation	Skill up gradation training on weaving, dyeing & designing.
c) Basic Inputs	Supply of looms, accessories, revolving capital etc.
d) Physical infrastructure	Setting up of CFC and dyeing unit.
e) Marketing	Arrangement for proper marketing of the diversified

Source: Directorate of textiles

3.2 Clusters in district:

1. TIKARBERTA BRASS & BELL METAL CLUSTER:

Location details indicating GP	Vill-Tikarbata, P.o.JoydevKenduli, Illambazar Dev. Block
Area of the cluster	Municipality-Dubrajpur, Block-Illambazar: GP-Joydev-Kenduli, Block Khoyrasole: GP-Hazratpur, Lokepur, Khoyrasole & Panchra; PSDubrajpur, Illambazar, Lokepur, Kankartala & Khoyrasole
Name of the SPV	Birbhum Brass and Bell Metal cluster industrial cooperative society limited
Name, designation and contact no of the key person of SPV	Prabir Salui, Member, Contact No-9563092513
Main Product of the Cluster	Brass and Bell Metal utensils like Dish, Kalas, Bow
No. of enterprises	185 no. all are micro enterprises.
Status of employment	Total-585, Men-585, General-585, Women-0
Annual Turnover of the Cluster(in Rs)	Rs-24000000
Present technology	Traditional age old technology, operated Manually.
Whether cluster product is exported?(Yes/No)	No
Present critical gap of the units	Technology, Skill, Finance, Raw material.
Intervention already taken in soft activities	Training, Exposure /Study visit completed

Intervention already taken in hard activities	No
Whether Hard intervention is possible?	Yes. Proposal already has been sent to the Director, MSME

2. DUBRAJPUR GATE, GRILL MFG. CLUSTER:

Location	Vill-Gokrul, P.O.-Kukhutia, (Activity area-Dubrajpur GP, Balichuri GP, Hetampur GP, Pauma GP & Chinpai GP).
Block/Municipality	Block-Dubrajpur.
Main Product of the Cluster	MS Gate, Grill, Shutter, etc.
Enterprises	60 no., Micro-60.
Employment	200 no., Men-200, Gen-160, SC-8, ST-2 Min-30.
Annual Turnover of the Cluster (in Rs)	Rs. 3 Crore.
Present technology	Traditional & Manual
Whether cluster product is exported?(Yes/No)	No
Present critical gap of the units	Technology, Skill, Finance
Intervention already taken in soft activities	Training, Exposure /study visit completed.
Intervention already taken in hard activities	No
Whether Hard intervention is possible?(yes/No)	Yes

3. AMARPUR READYMADE GARMENTS MFG. CLUSTER:

Location	Vill-Gargoria, P.O.-Gargoria, GP-Amarpur, (Activity area-Amarpur GP & Parui GP of Sainthia Block)
Block/Municipality	Block-Sainthia

Main Product of the Cluster	Readymade Garments
Enterprises	Total units-40, Micro unit-40 no.
Employment	Total-76, Men-35, , Women-41, Gen-16, SC-52, ST-8, Min-0
Annual Turnover of the Cluster (in Rs)	Rs. 28 Lakh
Present technology	Traditional & Manual
Whether cluster product is exported?(Yes/No)	No
Present critical gap of the units	Technology, Skill, Finance
Intervention already taken in soft activities	Skill Dev. Training, Study visit completed.
Intervention already taken in hard activities	No
Whether Hard intervention is possible?(yes/No)	Yes

4. KHAYRABUNI BAMBOO CRAFTS CLUSTER:

Location	Vill-Khayrabuni, Po-Illambazar, Block Ilambazar. (Activity area Ilambazar GP)
Block/Municipality, PS	Ilambazar
Main Product of the Cluster	Bamboo Craft (Mora, Kulo, Jhuri, etc.)
No. of enterprises in the cluster	80 no. Micro-80
Status of employment	Total- 150, Men-70. Women-80, SC-150
Annual Turnover of the Cluster (in Rs)	Rs-2000000(Rs.20 lakh)
Present technology (mention, manual / semiautomatic / automatic)	Manual
Whether cluster product is exported?(Yes/No)	No
Present critical gap of the units	Technology, Skill, Finance

Intervention already taken in soft activities(brief description action taken in separate sheet)	Skill Dev. Training completed.
Intervention already taken in hard activities	No
Whether Hard intervention is possible? (yes/No)	Yes

5. ADITYAPUR MRIT SHILPA CLUSTER:

Location details indicating GP	Vill-Adityapur,Po-Adityapur,GP-Kankalitala (Activity area, GP-Kankalitala)
Block/Municipality	Bolpur Sriniketan Development Development Block
Name, designation and contact no of the key person of SPV	Narayan Karmakar,Contact No9002620792/7063180792
Main Product of the Cluster	Different types of clay model &dolls.
No. of Enterprises	20 no. Micro-20
Status of employment	35 no., Men-28, Womwn-07, Gen-32, SC-03
Annual Turnover of the Cluster (in Rs)	Rs-3500000(Rs35lakh)
Present technology(mention, manual/semi-automatic/automatic)	Manual
Whether cluster product is exported?(Yes/No)	No
Present critical gap of the units	Technology, Skill, Finance.
Intervention already taken in soft activities	Skill Dev. Training completed.
Intervention already taken in hard activities.	No
Whether Hard intervention is possible?(yes/No)	Yes

6. SAJINA MRIT SHILPA CLUSTER

Location details indicating GP	Vill-Sajina,Po-Sajina,GP-Purandarpur (Activity area, GP-Purandarpur)
Block/Municipality	Suri-II Development Block
Name, designation and contact no of the key person of SPV	Different types of clay model (specilly different types of Hindu deities)
Main Product of the Cluster	Total units- 11 no., Micro-11
No. of Enterprises	35 no., Men-26, Women-09, SC-28, Gen-07
Status of employment	Rs-4200000 (Rs.42 lakh)
Annual Turnover of the Cluster (in Rs)	Traditional &Manual
Present technology (mention, manual/semi-automatic/automatic)	No
Whether cluster product is exported?(Yes/No)	
Present critical gap of the units	Technology, Skill, Finance
Intervention already taken in soft activities	Skill Dev. Training completed.
Intervention already taken in hard activities.	No
Whether Hard intervention is possible? (yes/No)	Yes

7. MURALPUR WOODEN FURNITURE CLUSTER:

Location details indicating GP	Vill-Muralpur,Po-Baliharpur ,GP-Kapistha (Activity area-Kapistha GP)
Block/Municipality	Block-Md. Bazar,PS-Md.Bazar
Name, designation and contact no of the key person of SPV	Wooden Furniture
Main Product of the Cluster	Total units-40 no., Micro-40
No. of Enterprises	Total- 120 no., Men-120, Gen-120.
Status of employment	Rs-9000000

Present technology(mention, manual/semi-automatic/automatic)	Traditional & Manual
Whether cluster product is exported?(Yes/No)	No
Present critical gap of the units	Technology, Skill, Finance
Intervention already taken in soft activities	Skill Dev. Training completed
Intervention already taken in hard activities.	No
Whether Hard intervention is possible? (yes/No)	Yes

8. SURI READYMADE GARMENTS CLUSTER:

Location details indicating GP	Office location: At-Station More ,Suri,Po-Suri, (Activity area-Suri Municipality, Suri-I,Suri-II Deb Block)
Block/Municipality	Municipality-Suri Municipality,PS-Suri
Name, designation and contact no of the key person of SPV	Suri Women Readymade Garments Cluster Industrial Co-Operative Society Limited
Main Product of the Cluster	All types of Readymade Garments and Kid wear
No. of Enterprises	Total-units-50no., Micro-50
Status of employment	Total-115, Men-12, Women-103, SC-11, ST-0, Gen-35, Min-69.
Annual Turnover of the Cluster (in Rs)	Rs-1500000
Present technology(mention, manual/semi-automatic/automatic)	Manual & semi-automatic
Whether cluster product is exported?(Yes/No)	No
Present critical gap of the units	Technology, Skill, Finance.
Intervention already taken in soft activities	Skill Dev. Training, Study Visit completed

Intervention already taken in hard activities.	Yes
Whether Hard intervention is possible? (yes/No)	Yes

9. KHOYRASOLE WOODEN FURNITURE CLUSTER:

Location details indicating GP	Office location: Vill-Gokrul, Po-Kukhutia,GP-Hetampur (Activity areaGPDubrajpur,Balijuri,Hetampur,Paduma, Chipai)
Block/Municipality	Block -Khoyrasole,PS-Kankartala, Lokepur & Khoyrasole
Main Product of the Cluster	Wooden furniture
No. of Enterprises	Total units-40 no., Micro-40
Status of employment	Total- 100, Men-100, Gen-80, SC-8, ST-2, Min-10.
Annual Turnover of the Cluster (in Rs)	Rs-8000000
Present technology(mention, manual/semi-automatic/automatic)	Traditional &Manual
Whether cluster product is exported?(Yes/No)	No
Present critical gap of the units	Technology, Skill, Finance.
Intervention already taken in soft activities	Skill Dev. Training, Study Visit completed
Intervention already taken in hard activities.	Yes
Whether Hard intervention is possible? (yes/No)	Yes

3.3 Performance of the Products in International Markets:

- **JUTE PRODUCTS, BAMBOO PRODUCTS, LETHER BAGS, BATIK PAINTS, KANTA STICH 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 10 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
10. CANADA

Source: Trade Map

- **TERRACOTTA PRODUCT. HSN CODE - 6912.**

YEAR	EXPORT VALUE 2019	EXPORT VALUE 2020	EXPORT VALUE 2021	EXPORT VALUE 2022	EXPORT VALUE 2023
EXPORT VALUE (in thousand \$)	17386	16744	25973	28111	30222

INDIA'S TOP 10 EXPORT DESTINATIONS ARE:

1. **BRAZIL**
2. **UNITED STATE OF AMERICA**
3. **UNITED ARAB EMIRATES**
4. **CANADA**
5. **AUSTRALIA**
6. **NETHERLANDS**
7. **ARGENTINA**
8. **SPAIN**
9. **GERMANY**
10. **MALAYSIA**

Source: Trade Map

- **DOKRA PRODUCT. HSN CODE - 7418.**

YEAR	EXPORT VALUE 2019	EXPORT VALUE 2020	EXPORT VALUE 2021	EXPORT VALUE 2022	EXPORT VALUE 2023
EXPORT VALUE (in thousand \$)	31418	31432	47347	60273	54715

INDIA'S TOP 10 EXPORT DESTINATIONS ARE:

1. **UNITED STATE OF AMERICA**
2. **SAUDI ARABIA**
3. **UNITED ARAB EMIRATES**
4. **UNITED KINGDOM**
5. **NEPAL**
6. **OMAN**

7. MEXICO

8. GERMANY

9. AUSTRALIA

10. KUWAIT

Source: Trade Map

❖ **EXPORT PERFORMANCE – BIRBHUM**

SR. NO.	HS CODE	Item Description	Value (INR)
1	7133110	BEANS OF THE SPP VIGNA MUNGO (L.) HEPPER	8343198
2	9093111	OF SEED QUALITY	8616263
3	10062000	HUSKED (BROWN) RICE	184882616
4	10063010	RICE PARBOILED	2060440246
5	23023000	BRAN SARPS AND OTHR RESIDUES OF WHEAT	170019744
6	23069012	OIL-CAKE AND OIL-CAKE MEAL OF MUSTARD SEEDS EXPELLER VARIETY	236881251
7	23069090	OTHER OIL CAKE/ SOLID RESDUS	28774376
8	25061020	QUARTZ, POWDER	12039565
9	25070029	OTHER KAOLINE NES	36465581
10	25171010	PAKUR STONE CRUSHED OR BROKEN- PEBBLESETC	585878901

SOURCE: DGFT

4. Export Action Plan-Birbhum

S l . No	Intervention	Strategy	Action	Responsibility
1	T r a d e Promotion	P r o m o t e l o c a l 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	D L E P C & E x p o r t Promotion Cell
		E n h a n c e 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	E x p o r t Promotion Cell
2	M a r k e t 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	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: 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.