



सत्यमेव जयते

Government of West Bengal

The background of the entire page is a vibrant, high-angle photograph of a tea plantation in Darjeeling, West Bengal. The terraced tea fields are a lush green, cascading down steep hillsides. In the foreground, a red steam locomotive pulls a train of red passenger cars through the valley, with white steam billowing from the engine. A winding road and several buildings are visible amidst the tea fields. The sky is filled with soft, white clouds, and the overall atmosphere is one of a scenic, mountainous region.

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



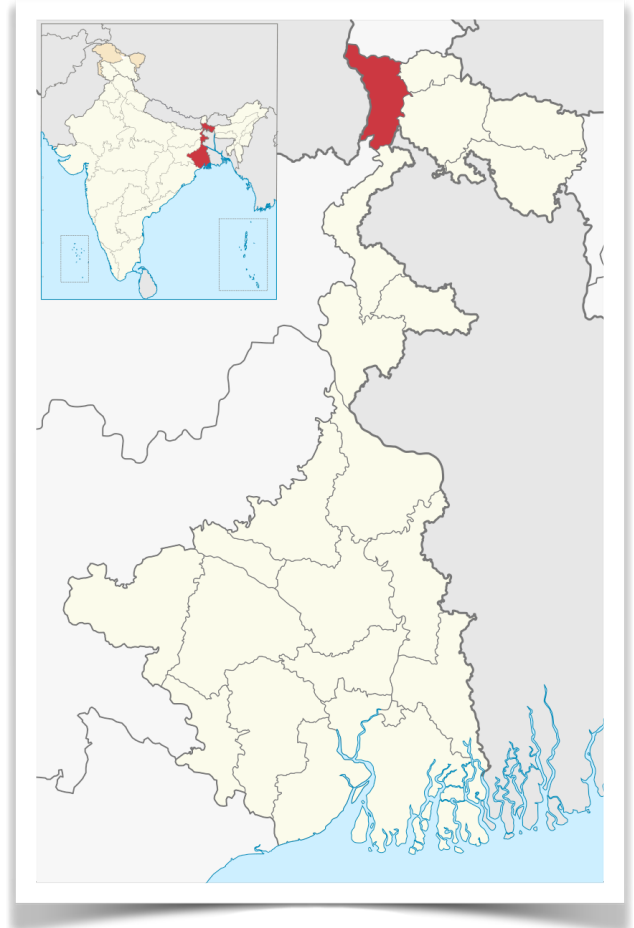
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1. District Profile- Darjeeling

The district of Darjeeling is the northern most district of the State of West Bengal. Lying on the foot hills of the Himalayas, the district is the gateway to the State of Sikkim and the bordering countries of Bhutan and Nepal. The town provides a splendid view of the towering Kanchanjunga.

Over the years Darjeeling has attracted tourists from all parts of the country and outside and has come to be known as the “**Queen of the Hills**”. And provides a perfect gateway for those seeking to be in harmony with nature. This is the land of the muscatel flavoured **Darjeeling tea** revered by connoisseurs across the globe. This is the land of the world heritage **Darjeeling Himalayan Railway** where the century old miniature steam engine still chugs uphill vying for space with the fast disappearing Land Rovers. *“Flowers are everywhere. The days are cold and the sun almost seems to play hide and seek with us”*. – Kabiguru Rabindranath Tagore.



It is certainly that Darjeeling in the postmodern era comprises of six **T's -Tea, Teak, Tourism, Toy Train, Tiger Hill and Trekkers' paradise.**

Darjeeling district is bounded on the north by the State of Sikkim, on the south by Uttar Dinajpur district of West Bengal; on the east by Bhutan and on the west by Nepal. The name Darjeeling acclaimed from the Tibetan words *Dorje*, which is the thunderbolt sceptre of the Hindu deity Indra, and *ling*, which means "a place" or "land. The name Darjeeling is a composition of 'dorje' meaning 'thunderbolt' and 'ling' meaning 'place' - 'the Land of Thunderbolt'. Until the beginning of the 18th century the Darjeeling belonged to the rajas of Sikkim. In 1780 they lost Darjeeling to Gurkhas.

The district covers an area of 3149 sq.km (Year-2011). This district is one of the least populated districts of the state with the total population of the district 1,842,034 (according to 2011 census).

The total no. of males and females are 934,796 and 907,238 respectively and the density of population is 585 persons per square kilometres.

1. 1 Economic Profile

Agriculture and tourism are the major industries of the district. The principal economy of Darjeeling Hill Area depends on tea production, horticulture, agriculture and forestry. The major portions of the forests are today found at elevations of 2000 metres and above. The area located in between 1000-2000 metres is cleared either for tea plantation or cultivation.

The district is famous for *Tea cultivation*. Tea is mainly grown in Darjeeling Sadar sub-division and to some extent in the Kurseong sub-division.

Major field crops – Rice, Maize, Wheat, Oilseed (mustard, linseed)

Fruits –Pineapple Mandarin, Banana, Litchi

The district has rich forest coverage, with major forest resources being citronella grass, sal, leaves, honey, medicinal plant, etc. Forest is another important resource for economic development. The area under forest is 124575 hectares which is 38.28 percent of the total area of the district. The district is rich in minor forest resources like Amliso grass (used for making brooms and cattle fodder), Total fruits (used for decoration purpose), etc. The district is also rich in medicinal plants and meets the raw material requirement of pharmaceutical and ayurvedic units established outside of the district.

Reporting area in the district for Agriculture & Horticulture is 325474 hectares. Net sown area is 40.71% of total reporting area. Due rocky nature of soil it is not so rich in agricultural produce but due to same reason and for favourable weather the district is the highest producer of Pineapple and Orange. Major producing block of Orange are: Kurseong , Mirik¹.

¹ Statistical Handbook of West Bengal

Position of District in terms of State production:

Darjeeling	Crops/ Veg/ Fruits/ livestock	Rank in the state	Production, 000' MT	% of states' production
Cereals	Maize	3rd	39.6	10.27
Vegetables	Peas	3rd	12.59	10.02
Fruits	Pineapple	1st	131.9	43.44
	Mandarin Orange	1st	36.53	98.70
	Temperate fruits	1st	30.16	100.00
Livestock population	Pig	3rd	75516(No)	9.27

Other than the above items vegetables are also available in significant quantity in the district. Along with spices like ginger , large cardamom etc.

Darjeeling had become an important tourist destination as early as 1860. Since India's economic liberalisation in 1991, tourism in Darjeeling has become cheaper, and Darjeeling, once considered a luxury destination, has become accessible to mass tourism. A 2016 study recorded the tourist influx into Darjeeling town between 2009 and 2014 as ranging from a low of 243,255 individuals in the 2010–2011 season to a high of 488,675 in 2012–2013; the large majority were domestic tourists, with foreign tourists never comprising more than 35,000 annual visitors.

1.2 Industrial Scenario Of Darjeeling District:

1.2.1 Resource Based Industries:

- **Food Processing** -Darjeeling district alone produces approximately 90,000 tonnes of Pineapple, 20,000 tonnes of Oranges, 80,000 tonnes of Tomato per annum. Besides as much as 6,00,000 nos. of Oranges per day are available in peak season from Sikkim. These huge resources of raw fruits justifies setting up of an integrated plant for producing various items like Orange Squash, Orange Marmalade, Tomato Sauce, Vinegar, Juice, Pineapple rings, Frozen fruits etc.
- **Floriculture** - Existing production of 60 MT of flowers in Darjeeling district and 20 MT available from Sikkim can easily be exploited. Besides flower cymbidiums, cyripedium and other orchards, cactuses, bulbs, gladiolie etc., which are in huge demand, are available in abundance. Tissue culture also has tremendous prospects.

- **Wood based industries** - Large forest cover with abundant supply of wood, bamboo, cane etc. provides excellent opportunity for setting up of industries for manufacture of plywood, veneer, particle board from wood dust, wooden furniture, wood charcoal, cane furniture etc. Sericulture» Climate of Darjeeling district is ideally suited for mulberry cultivation, which does not require larger pieces of land. Further processing of cocoons at local level will ensure high value addition thereby increasing its acceptability amongst small farmers.
- **Pharmaceuticals** - Darjeeling has the potential to come up as one of the most promising area for production of phytochemical and pharmaceutical products. Apart from the present exploitation of Cinchona bark for quinine and ipecac root for emetine, the following items have been identified:
 - Raserpin from Rauvolfia, Contraceptive pills and hormones from Dioscorea. Cardia glycosides from Digitalis, Alkaloids from Ergot, Atropine and Scopolamine from Daturas, Lemongrass oil, Palmarosa oil, Khas Khas Oil, Citronella Oil, Vinca Rosia.

The *West Bengal Photochemical and Pharmaceutical Development Corporation* has already been running one profit making unit in Toralpara in Jalpaiguri. The Forest Department of West Bengal has been producing 50,000 litres of Citronella oil per annum in Sukna Distillation Plant. The medicinal plants do not need big plots of land for their cultivation. They can well grow in forest, tea gardens and in other farming lands. Ginger products manufacturing, extraction of papein from papaya are other very lucrative possibilities. Darjeeling produces nearly 4,000 tonnes of ginger per annum most of which is sent outside the district without any processing.

1.2.2 Demand Based Industries-

In keeping with the rising demand of cheap protein, Darjeeling district has been nurturing a number of button and oyster mushroom farms quite successfully. These farms require a little amount of land and local entrepreneurs are quite well equipped with the technology. The industry has excellent export potential as well.

Dust free and cool regions of Darjeeling could be utilized for promotion of Electronic and Software industry. Some tea industry based Electronic appliances identified by West Bengal Electronic Industry Development Corporation are, namely, Digital Thermometer, Electronic Pressure Gauge, Electronic Hygrometer, Sequential Timer, Electronic Thermometer, Automatic Temperature Controlling system, Multiple Peripheral Controller, Moisture Meter, Automatic Weighing system, Electronic Colour sensing system, Electronic Image Processing system.

The Concept of DTP (Desk Top Publishing) which has revolutionized the printing technology the world over, has opened a whole new world of innovative designing and publishing for the people engaged in printing, writing, designing, visualizing, advertising, commercial art etc. The burgeoning urban population in Siliguri, Kurseong, Kalimpong and Darjeeling is expected to make increasing demand on such sophisticated electronic media of printing.

TV Set Assembling TV Antenna Manufacturing has already seen quite a considerable number of profit making industrial enterprises in and around Siliguri. Similar enterprises could be set up in Darjeeling.

Bio-fertilizer units have tremendous potential in view of adverse effects of chemical fertilizers on the quality fo tea in particular and other agricultural produce in general. There is also a possibility for processing the urban waste into organic manure which shall find ready market in the tea and other plantations. Siliguri Municipal Corporation area alone produces about 200 MT of garbage daily.

Household consumables and consumer durables both can be produced at Siliguri in view of large distribution network which can be used for marketing of these products in eastern India. As a result of growth of small and medium industry around Siliguri there is a possibility of setting up of units for manufacturing of industrial spares, consumables, lubricants, automobile spares and other such articles of replaceable nature.

1.2.3 Skill Based Industries

The artisans of these districts create exquisite varieties of ornaments, carpets, household articles, handicrafts, and other articles, which are widely acclaimed. The traditional cottage industries also include woolen garments, and cane and bamboo work. These cottage and handicraft industries however need proper marketing support through purchase, organising handicraft exhibitions, formation of societies and guilds etc.

1.2.4 Tourism Based Industries

Darjeeling needs wayside resorts at places like Sukna, Mirik, Teesta, Malli, Kurseong etc. where travelers could halt for brief rest and refreshment. Big size highway hotels, catering to corporate conference and seminars are required for attracting business travel.

The existing and proposed hotels and extend their services to the local clientele and weekend tourists through swimming pools, Golf courses, family resorts, hut clusters etc. Organisation of craft meals, local folk cultural meets, flower shows, Himalayan Car Rally etc. at a fixed time in the year preferably in March, April and May by the resorts themselves would attract visitors from all over the country.

Conversion of depressions, marshy land etc. into shallow waters for attracting migratory birds and construction of small resorts and catering facilities around these sites will attract local parties, wedding, school children and weekend tourists.

1.3 Details Of Major Clusters In The District:

- Lead Acid Battery, Siliguri, Darjeeling:
 - Principal Products Manufactured in the Cluster - Lead Acid Storage Battery
 - Name of the SPV - Siliguri Storage Battery Cluster Services Pvt. Ltd.
 - No. of functional units in the clusters- 72
 - Turnover of the Clusters- Rs.100 cr.
 - Value of Exports from the Clusters -Rs.135 lakhs
 - Employment in Cluster- 1440
 - Problems & constraints - Low level of capacity utilization due to poor profitability.

- Clay Pottery, Siliguri
 - Principal Products Manufactured in the Cluster- Earthen utensils
 - Name of the SPV Matigara-Paulpara Industrial Cluster Cooperative Society Ltd.
 - No. of functional units in the clusters- 130
 - Turnover of the Clusters- Rs. 4.55 Cr.
 - Value of Exports from the Clusters
 - Employment in Cluster- 750

- o Problems & constraints-Non availability of improved ceramic; finance; marketing

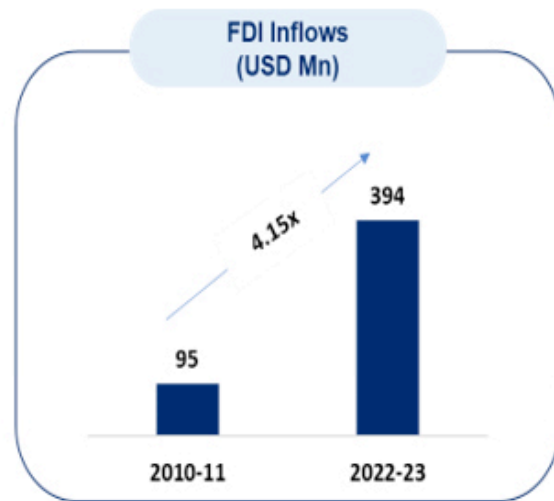
- Production cluster for Pineapple, Phansedea block of Siliguri sub-division of Darjeeling district

- o Name of the SPV - Bidhannagar Pineapple Processing Cluster
- o No. of functional units in the clusters- 28
- o Turnover of the Clusters- 115.6 lakhs
- o Employment in Cluster- 59

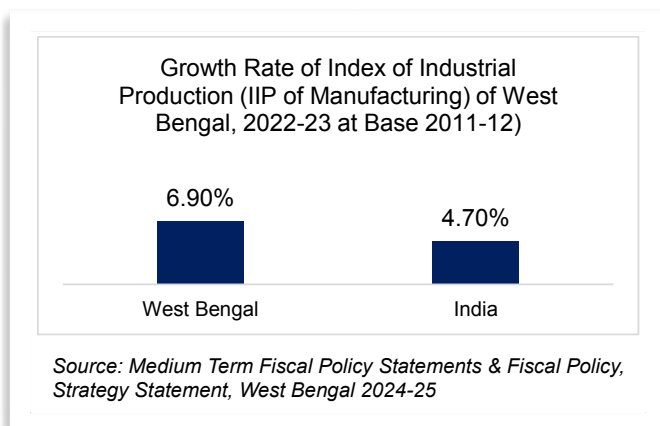
- Some of the other existing cluster:

Sector	Name of Cluster	Location of Cluster	No of Unit	No. of people Employed	Turnover (in lakhs)
WOODEN FURNITURE	Shibmandir Wooden Furniture Cluster	Shibmandir and Darjeeling more	36	200	476
CHEMICAL PRODUCT	Khoribari Incense Sticks manufacturing Cluster	Khoribari	21	43	70
FOOD PRODUCTS & PROCESSING	Kawakhali Pickles Manufacturing Cluster	Kawakhali , Matigara, Siliguri	18	187	44.9
TEXTILES & READYMADE GARMENTS	Kharibari Readymade Garments Cluster	Kharibari , Siliguri	30	73	127.4
CLAY & CERAMIC	Matigara Clay Pottery	Clay Pottery, Matigara, Siliguri	25	102	116
FOOD PRODUCTS & PROCESSING	Bee keeping	Darjeeling- Pulbazar	30	150	3.6

2. Export Scenario- West Bengal



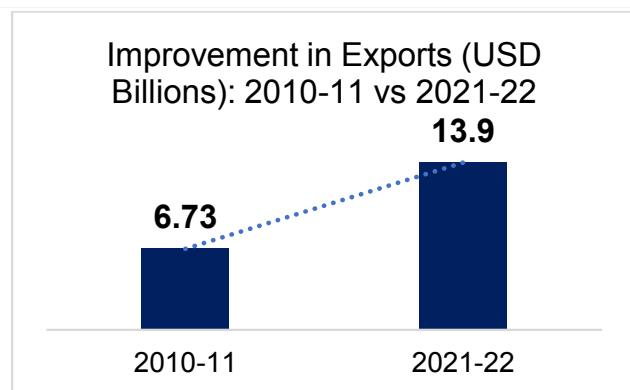
In 2023-24, approximately 81% of West Bengal's GSDP came from industry and services. The State's growth in the Index of Industrial Production (IIP) for manufacturing is notably higher than the national average.



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.

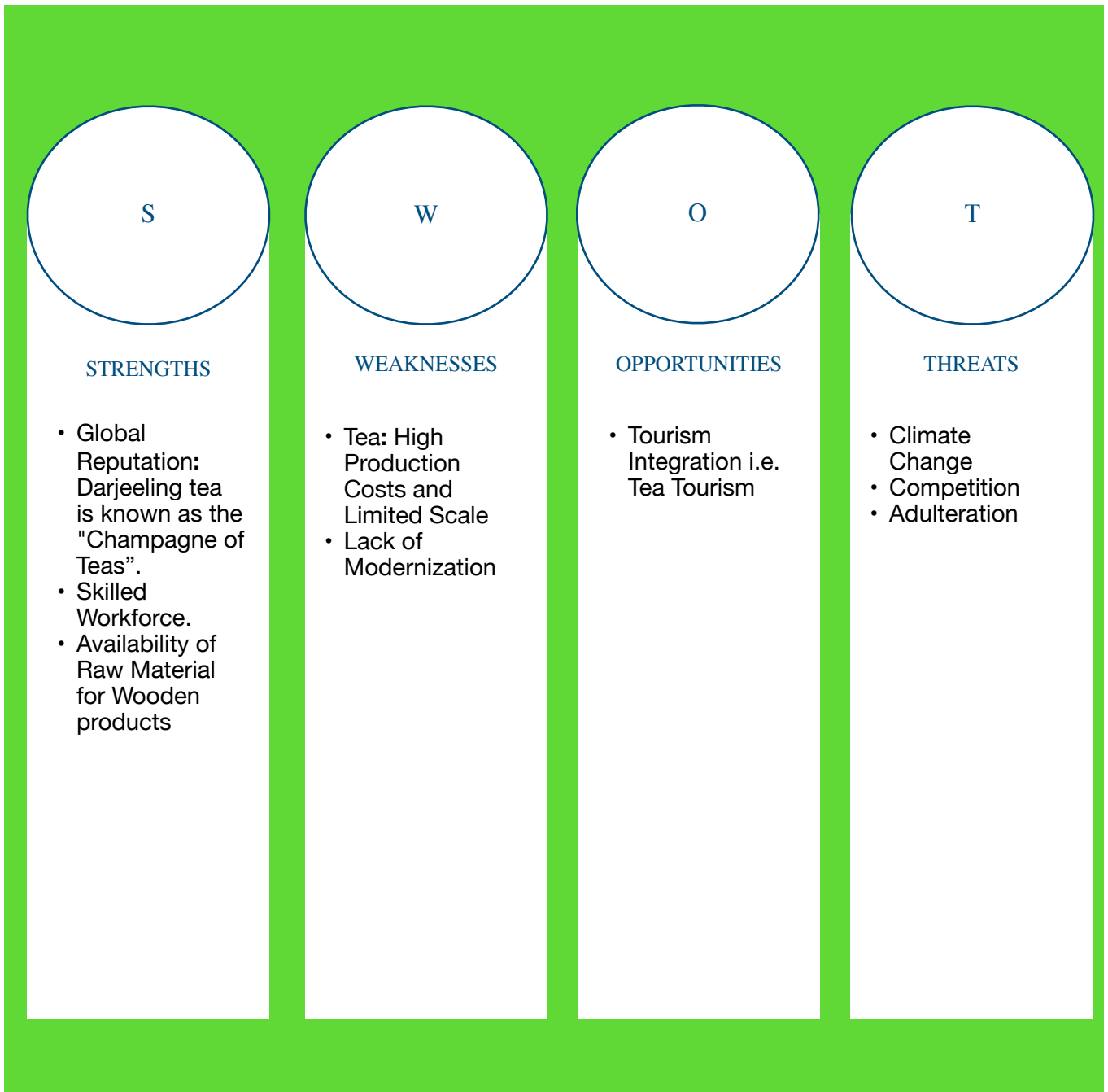
The State is home to nearly 90 lakh MSMEs, the second highest in the country, employing 1.35 crore people, with 43.51 lakh women in

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. SWOT Analysis-Darjeeling:



4. Target Export Products-Darjeeling:

4.1 Tea

The global tea market was valued at around 260 billion U.S. dollars in 2023, and is expected to rise to 362 billion dollars by 2029. Tea has a long history of popularity worldwide. It is thought to have originated in China, with records of its use dating back to the 3rd century AD. Originally used as a medicinal beverage, the drink was popularized for recreational use during the Tang dynasty and spread to other Asian countries. After European traders brought the leaves back to Europe in the 16th century, its popularity spread in the West as well².

4.1.1 Market Of Tea In International Market

Product code	Product label	Value in US Million dollars				
		exported value in 2019	exported value in 2020	exported value in 2021	exported value in 2022	exported value in 2023
'090240	Black fermented tea and partly fermented tea, whether or not flavoured, in immediate packings of > 3 kg	3840.58	3732.42	3899.50	4045.54	3722.79
'090230	Black fermented tea and partly fermented tea, whether or not flavoured, in immediate packings of <= 3 kg	2118.72	2178.48	2220.29	2127.68	2087.31
'090210	Green tea in immediate packings of <= 3 kg	1212.73	1257.60	1360.51	1204.01	1173.99
'090220	Green tea in immediate packings of > 3 kg	1078.47	984.70	1151.61	1132.03	997.55

Source : compiled from trade map

² Report by Statista, 2024

4.2 Wooden Furniture Industries

The rapid pace of urbanization and the expansion of real estate development are significant growth drivers in the market as urban population growth there is a heightened demand for residential and commercial properties which in turn stimulates the need for furniture to furnish these spaces urbanization and spaces driving the demand for multifunctional spaces saving wooden furniture.

In addition, the rise in disposable income significantly drives the growth in the wooden furniture market as people have more disposable income, they are more likely to invest in high quality, aesthetically pleasing wooden furniture and this increase in purchasing power allows consumers to spend more on home furnishing boosting the demand for various food and furniture products in the overall market.

4.2.1 Market Of Wooden Furniture In International Market

As examined, it has been found that, the international demand for wooden furniture for household as well as for the office premises has increased over the last five years. Even the by-products or parts of the wooden furniture has shown a remarkable growth in International market.

Product code	Product label	exported value in 2019, US Dollar Billion	exported value in 2020, US Dollar Billion	exported value in 2021, US Dollar Billion	exported value in 2022, US Dollar Billion	exported value in 2023, US Dollar Billion
'940360	Wooden furniture (excl. for offices, kitchens and bedrooms, and seats)	25771.05	26632.00	33655.82	32192.51	29803.23
'940350	Wooden furniture for bedrooms (excl. seats)	10682.91	10814.73	12483.36	12179.88	11678.00
'940340	Wooden furniture for kitchens (excl. seats)	7352.72	7570.03	9069.60	9367.70	8530.85
'940391	Parts of furniture, of wood, n.e.s. (excl. of seats or medical, surgical, dental or veterinary furniture)	0.00	0.08	0.14	7070.09	7433.69

'940389	Furniture of other materials, including cane, osier or similar materials (excl. of bamboo, rattan, metal, wood and plastics, and seats and medical, surgical, dental or veterinary furniture)	3208.44	3465.25	4188.13	4407.57	4336.18
'940330	Wooden furniture for offices (excl. seats)	4141.35	4062.47	4566.35	4335.33	4188.94
'940382	Furniture of bamboo (excl. seats and medical, surgical, dental or veterinary furniture)	147.07	181.35	239.78	218.28	215.82
'940383	Furniture of rattan (excl. seats and medical, surgical, dental or veterinary furniture)	40.48	52.97	102.37	87.66	61.26

Source : compiled from trade map

5. Export Action Plan-Darjeeling

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)	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	

6. Annexure

6.1 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.