



सत्यमेव जयते

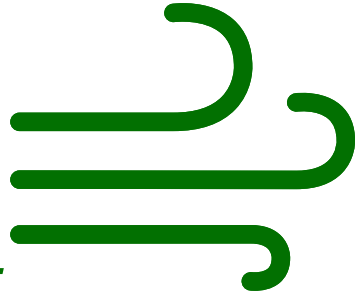
Government of West Bengal

The background of the entire page is a stylized illustration. It depicts a large, orange-colored truss bridge spanning across a body of water. The sky is a clear blue with several white, fluffy clouds and numerous birds in flight. The water is a vibrant teal color with white highlights suggesting ripples. In the foreground, a large, semi-transparent yellow diamond shape is overlaid, containing the title text.

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



Content



1. District Profile- Howrah -----	3
1. 1 Geographic Profile -----	4
1.2 Logistics & Connectivity -----	4
1.3 Economy of the District -----	5
2. Export Scenario- West Bengal -----	11
3. Target Export Products-Howrah: -----	12
5. Export Action Plan-Howrah -----	28
6. District Level Export Promotion Committee -----	31

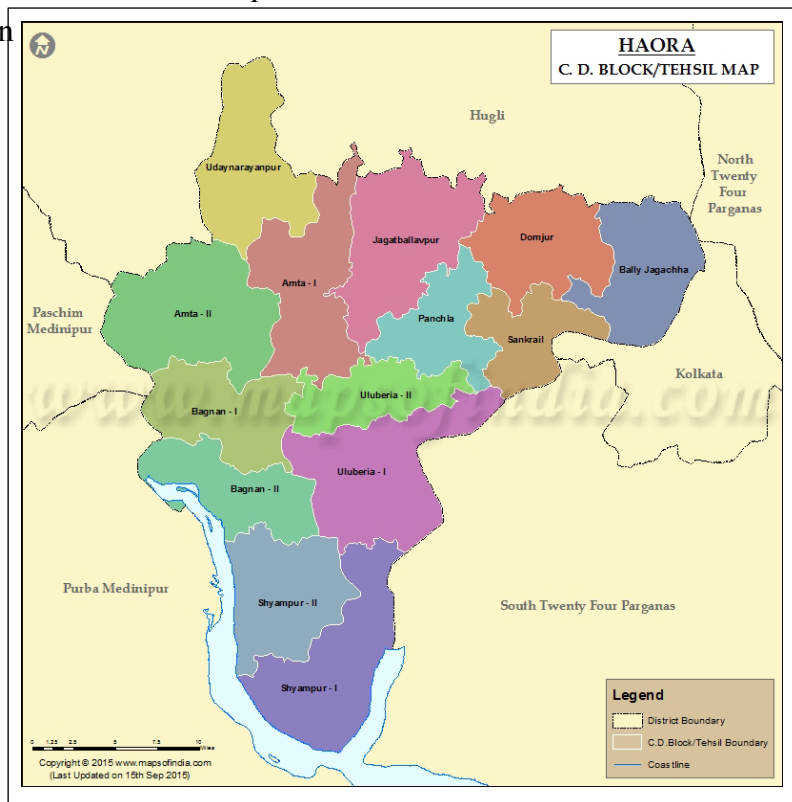


1. District Profile- Howrah

Howrah district is a district of the West Bengal State in Eastern India. Howrah district is one of the highly urbanized area of West Bengal. It is the second smallest district after Kolkata. It has thousands of years of rich heritage. The district is named after its headquarters, the city of Howrah.

Administratively it is in Howrah District and is the headquarters of Howrah Sadar Subdivision. It is a part of the area under the jurisdiction of the Calcutta Metropolitan Development Authority. Howrah is an important transport hub and gateway to Kolkata and West Bengal.

The Howrah District with an area of 1467 sq. km divided in 14 blocks is rich in economical prospect in recent times which can compete with the other economically affluent district of the state. It is predominantly industry dependent witnessing a lot of prospects. Location-wise it is congenial for economic growth. The district is well connected with Kolkata through Howrah Bridge and Second Hooghly Bridge.



DISTRICT AT A GLANCE:

- **AREA:** 1467 SQ. KM.
- **POPULATION:** 4,850,029
- **LITERACY RATE :** 83.31%
- **BLOCKS:** 14
- **VILLAGES:** 157

- **MUNICIPAL CORPORATION: 1**
- **POLICE STATION: 26**

1. 1 Geographic Profile

The Howrah district is bounded by the Hooghly River and the North 24 Parganas and South 24 Parganas districts on the east, on the north by the Hooghly district (Arambagh and Shrirampur Sub-Divisions), and on the south by Midnapore East District (Tamluk Sub-Division). On the west Howrah district is bordered by the Ghatal Sub-Division of Midnapore West District, and partly by the Arambagh Sub-Division of Hooghly district to the north-west, and the Tamluk Sub-Division of Midnapore East district to the south-west.

Boundaries of the district are naturally determined by Rupnarayan River on west and south-west, and by Bhagirathi-Hooghly river on east and south-east side. On north side, the boundary is an artificial one except for Bally Canal on north-east and Damodar River on north-west.

Annual normal rainfall is 1461 millimetre per year. Annual maximum temperature varies between 32-39 °C, whereas minimum temperature varies between 8-10 °C.

1.2 Logistics & Connectivity

RAIL:

Howrah railway station is the major railway station serving Howrah, Kolkata and the neighboring districts. It is the second busiest rail station in India alongwith the largest railway station in terms of number of platform. It was established in 1854 when a railway line was constructed connecting the city to the coalfields of Bardhaman. Howrah Station serves as a terminal for two railway zones of India: the Eastern Railway and the South Eastern Railway, and it is connected to most of the major cities of India. From Howrah both Eastern Railway and South Eastern Railway operates connecting various stations of the districts of Howrah, Hooghly, Bardhaman, East Midnapore and West Midnapore. Within Howrah city itself, there are twelve more stations, the most prominents being Santragachi and Shalimar.

METRO RAIL:

Howrah is served by the Kolkata Metro Line 2 with Salt Lake in Kolkata via a tunnel under River Hooghly. The Metro line connects Howrah to Esplanade as well which will act as interchange where commuters can change sides to travel on the North-South line. On the Howrah side, the 2 Stations will be at Howrah Station and Howrah Maidan. These stations are open for public. The Metro currently connects Howrah Maidan Station on one side to Esplanade Station on the other. Howrah & Mahakaran stations lying in between. The Esplanade to Sealdah section is still under construction as of 13th September 2024 estimated to be completed by 2025.

ROAD:

The total road length in Howrah is approximately 300 km (190 miles). Howrah hosts a branch of the Grand Trunk Road – this was built, starting 1804, by the Public Works Department of the British Administration. The road starts at the Acharya Jagadish Chandra Bose Indian Botanic Garden and connects to the main road near Chandannagar. Howrah also connects the metropolitan region to the national highways – NH 16 and NH 19, which are connected to Vidyasagar Setu via the Kona Expressway.

BRIDGES

Howrah and Kolkata are separated by the Hooghly River/Ganges and connected by four bridges across the river. These are the:

- Howrah Bridge, also known as *Rabindra Setu*
- Vidyasagar Setu, also known as the *Second Hooghly Bridge*
- Vivekananda Setu, also known as *Bally Bridge*
- Nivedita Setu, also known as *Second Bally Bridge*

The cantilever style Howrah Bridge and the cable-stayed Vidyasagar Setu are counted among the longest bridges in the world within their types.

WATER TRANSPORT

There are ferry services available, between various jetties in Howrah and Kolkata, which was introduced in the 1970s. The jetties on Howrah side are at Howrah Station, Ramkrishnapur, [Shibpur](#), [Shalimar](#), [Bandhaghat](#), [Belur Math](#), [Bally](#) and Nazirganj.

AIR

Howrah is also served by [Netaji Subhas Chandra Bose International Airport](#), located in [Dum Dum, Kolkata](#). The Airport will soon be connected to Howrah via Metro service which is presently under-construction. Netaji Subhas Chandra Bose International Airport is about 13 kilometres from Howrah.

1.3 Economy of the District

Often termed as “**Sheffield of the East**”, Howrah is known as an engineering hub, mainly in the area of light engineering industry. There are small engineering firms all over Howrah, particularly near Howrah station. There are many foundries in Liluah area. Burn Standard Company, a major company in heavy engineering industry, has its oldest manufacturing unit located in Howrah. Ramkrishna Forgings one of the largest forging company in India has one of its plant

located at Liluah in Howrah. The Howrah plant of Shalimar Paints (established in 1902) was the first large-scale paint manufacturing plant to be set up not only in India but in entire South East Asia. The foundry industry saw a decline in demand due to growth in steel industry.

Apart from the agricultural sector which plays an important role in building the economy of the State where around 1797 hectares of the land is vested for agricultural land, the district is rich in other sectors like textiles, basic metal and alloy, light engineering, sports good, Jewellery, chemicals, plastic, furniture, umbrella, etc. The district being rich in labour pool is having 30 identified clusters across the District having more than 7500 units and employment to more than 100000 nos.

- **AGRICULTURE**

Topographically, there are three land situations namely up, medium and low and different farming systems are adopted accordingly. Frequent inundation of low lying areas result in stagnation of water for certain times of the year affecting some parts of the District. The soils of this sub-region have high nutrient content and mineral resource with a high potential for a large variety of agricultural and horticultural crops. Paddy (Aus, Aman and Boro), jute and potato are the major crops while pulses like gram, lentil etc., oilseeds like mustard, sesame, groundnut etc. and various kinds of vegetables are grown under varying physiographic situations of the District. Water chest nut, madur kathi, water lilly and lotus are also cultivated in some low lying marshy land areas of the district. Besides different agricultural enterprises there is ample presence of different industrial enterprises along with some homestead small scale industries scattered over different parts of this district.

- **INDUSTRY:**

LARGE SCALE INDUSTRIES / PUBLIC SECTOR UNDERTAKINGS

LIST OF THE UNITS IN HOWRAH & NEARBY AREA

SL. NO	NAME OF THE UNIT
1	Ankit India Ltd.
2	BMW Industries Ltd.
3	Down Stream units of HPL(32 Units)
4	Dream Bake Pvt. Ltd.
5	East India Confectioneries Ltd.
6	Guidence Food & Beverages
7	Jute Mills (5 Units)
8	Kamaldeep Ispat Pvt. Ltd.
9	LMJ International Ltd.

10	Mahabharat Motors Mfg. Co. Ltd.
11	Ostern Pvt. Ltd.
12	Pamper Oven Fresh Food Products Pvt. Ltd.
13	Pepsico India Holdings Pvt. Ltd.
14	PLG Agrotech Ltd.
15	Sarralle Equipments India Pvt. Ltd.
16	Skipper Steels Ltd.
17	Gujrat Carbon Ltd. (Food Divn.)
18	Sidheswar Cotton Mill(P) Ltd.
19	Sangrila Textile Mills,
20	Belur Weaving Cooperative Society
21	West Bengal dairy and Poultry Milk Chilling Development Corpn.
22	Fort Gloster Industries Ltd.
23	Ambika Jute Mills Co. Ltd.
24	Shalimar Paints Ltd.
25	Berger Paints (I) Ltd.
26	Bally Jute Co. Ltd.
27	Kanoria Chemicals Industries
28	Indian Aluminium Ltd.
29	Aluminium Cable & Conductors (I) Ltd.,
30	Hindusthan Seals Ltd
31	Abrasive & Casting Ltd.
32	Calcutta Ferrous Ltd.
33	Bridge & Roof (I) Ltd.
34	The National Iron & Steel Co. Ltd.
35	Containers India
36	The Ganges Rope Co. Ltd.
37	The Ganges Rope Co. Ltd.
38	The Ganges Printing Co. Ltd.
39	The Asiatic Oxygen & Acetylen Co. Ltd.
40	Shalimar Works Ltd.
41	Hooghly Docking & Engg. Ltd.

42	Elbe Industrial Work
43	Modi Agro Product
44	Govt.of India Press
45	Shalimar Rope Works Ltd.
46	W.H. Harton & Co. Ltd.
47	Tide Water Oil Co. Ltd.
48	Welmann Incandescent India Ltd.
49	Sree Hanuman Jute Mill
50	New Gujrat Cotton Mill Ltd.
51	Indian Linoleum Ltd.
52	Sree Baidyanath Ayurved Bhavan Ltd.

Source; Inspector of factories, Kolkata

MEDIUM SCALE ENTERPRISES

LIST OF THE UNITS IN HOWRAH & NEAR BY AREA

SL. NO.	NAME OF THE UNITS
1	Ambika Metallicks
2	Orsons Holding Co. Ltd
3	Mohit Bakers Pvt. Ltd.
4	Etone India Pvt. Ltd.
5	Khaitan Windingware Pvt. Ltd
6	Caraton Industries Ltd.
7	N.F Forgings Pvt. Ltd
8	Jay Durga Polyfab Pvt. Ltd.
9	Reflex Communications Ltd.
10	C. K. Plastics Ltd.
11	K. A. Wires Pvt. Ltd.
12	Kamaldeep Ispat Pvt. Ltd.
13	Pamper Woven fresh Food Products Pvt. Ltd
14	R.J Woven sacks Pvt. Ltd
15	Almega Paints Pvt. ltd.
16	Pritam Knit Pvt. ltd.

17	Eastern Copper Manufacturing
18	Mohit Bakers Pvt. Ltd.
19	Kamaldeep Ispat Pvt. Ltd.
20	Ortem Pvt. Ltd.
21	Star Pipe Products Pvt. Ltd.
22	N.F Forgings Pvt. Ltd
23	Eastern Copper Manufacturing
24	Tarsons Products Pvt. Ltd.
25	Jaikeshan Developers Pvt. Ltd.
26	New Seamtex Tubes Pvt. Ltd.
27	NDR Warehousing Pvt. Ltd.
28	Sarralle Equipments India Pvt. Ltd.
29	Bina udyog Pvt. Ltd.
30	Dhanbad Fuels Pvt. Ltd.
31	Reform Ferro Cast Pvt. Ltd.
32	Tarsons Products Pvt. Ltd.
33	Madhubati Paper Products Pvt. Ltd.
34	Jalan Udyog Pvt. Ltd.

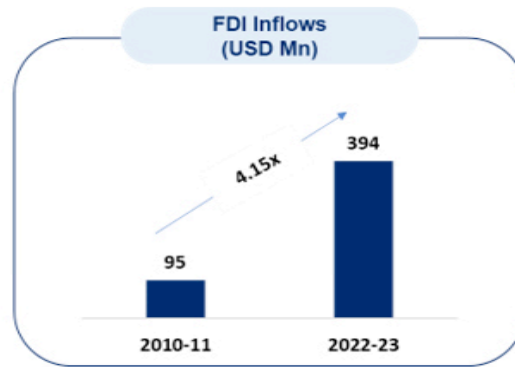
SL. NO.	NAME OF THE UNITS
1	Crystal Roadway Ltd.
2	Eskay goods & Suppliers Pvt. ltd

A SNAPSHOT OF YEAR-WISE TREND OF MSME UNITS REGISTERED:

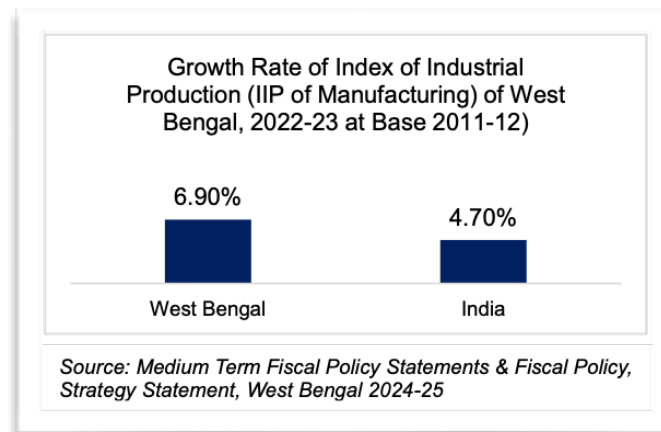
UDYAM REGISTRATION

Financial Year	Total	Micro	Small	Medium
2021-'22	17646	17123	506	17
2022-'23	16140	15637	458	45
2023-'24	30875	29841	956	78
2024-'25 (upto Dec'24)	25444	24843	566	35

2. Export Scenario- West Bengal



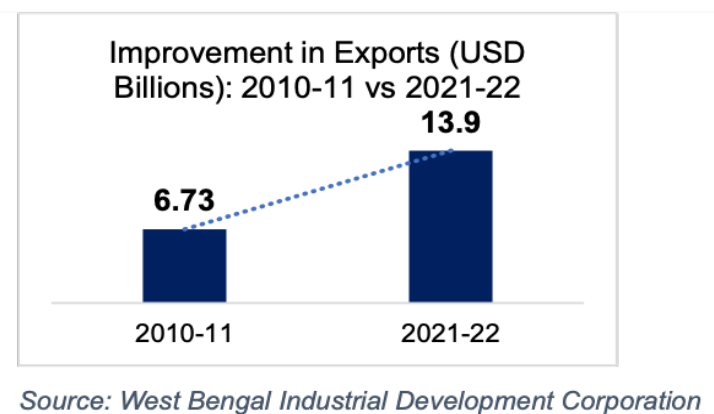
In 2023-24, approximately 81% of West Bengal's GSDP came from industry and services. The State's growth in the Index of Industrial Production (IIP) for manufacturing is notably higher than the national average.



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-Howrah:

❖ MAJOR EXPORTABLE ITEM

- Engineering Goods
- Gems & Jewellery

❖ OTHER EXPORTABLE ITEM

- Jute Diversified Products
- Processed food (Shrimp)
- Zari Products
- Ornamental Fish

1. Engineering Goods & Gems and Jewellery

ENGINEERING GOODS

The engineering sector accounts for about 25% of India's total global exports and is one of the largest foreign exchange-earners. The Light Engineering industry includes Mechanical, Electrical and Electronics, Flow Control and Fluid Transfer, HVAC and Refrigeration, Material Handling Equipment and Systems, Mechanical Components and Equipment for Building and Construction is a booming sector in India which performs well both in domestic as well as international market.



MARKET OF ENGINEERING PRODUCTS IN INTERNATIONAL MARKET

The sector which includes products like Screws, bolts, nuts, coach screws, screw hooks, rivets, coppers, cotter pins, washers, incl. spring washers, and similar articles, of iron or steel which comes

under HS Code 7318, Table, kitchen or other household articles, and parts thereof, of iron or steel; iron or steel wool; pot scorers and scouring or polishing pads, gloves and the like, of iron or steel coming under 7323 and Tubes, pipes and hollow profiles, seamless, of iron or steel under 7304 have a prospering, growing and high volume market in the International market. There are other various products too which comes under light engineering sector and has shown a good growth in last five years.

EXPORT OF ENGINEERING ITEMS FROM WEST BENGAL

YEAR	% SHARE IN TOTAL EXPORT
2019-'20	30.89 %
2020-'21	30.67 %
2021-'22	30.70 %
2022-'23	27.35 %
2023-'24	26.83 %

PRODUCT CODE	PRODUCT LABEL	EXPORT VALUE IN 2019	EXPORT VALUE IN 2020	EXPORT VALUE IN 2021	EXPORT VALUE IN 2022	EXPORT VALUE IN 2023	% CHANGE IN EXPORT VALUE OVER LAST 5 YEARS
7308	Structures and parts of structures e.g., bridges and bridge-sections, lock-gates, towers, lattice masts, roofs, roofing frameworks, doors and windows and their frames and thresholds for doors, shutters, balustrades, pillars and columns", of iron or steel; plates, rods, angles, shapes, sections, tubes and the like, prepared for use in structures, of iron or steel (incl. prefabricated	51.75	49.54	62.04	68.40	70.24	35.72
'7326	Articles of iron or steel, n.e.s. (excl. cast articles)	53.01	50.15	64.58	70.69	70.00	32.07

'7318	Screws, bolts, nuts, coach screws, screw hooks, rivets, cotters, cotter pins, washers, incl. spring washers, and similar articles, of iron or steel (excl. lag screws, stoppers, plugs and the like thereof)	40.06	36.88	46.19	50.46	48.41	20.84
'7304	Tubes, pipes and hollow profiles, seamless, of iron or steel (excl. products of cast iron)	23.82	18.53	20.90	28.78	30.26	27.04
'7306	Tubes, pipes and hollow profiles "e.g., open seam or welded, riveted or similarly closed", of iron or steel (excl. of cast iron, seamless tubes and pipes and tubes having internal and external circular cross-sections and an external diameter of > 406,4 mm)	22.80	20.15	31.22	34.99	28.17	23.57
'7307	Tube or pipe fittings "e.g. couplings, elbows, sleeves", of iron or steel	18.82	16.80	19.81	22.65	21.63	14.91
7323	Table, kitchen or other household articles, and parts thereof, of iron or steel; iron or steel wool; pot scourers and scouring or polishing pads, gloves and the like, of iron or steel (excl. cans, boxes and similar containers of heading 7310; waste baskets; shovels, corkscrews and other articles of the nature of a work implement; articles of cutlery, spoons, ladles, forks etc. of heading 8211 to 8215; cement)	13.30	14.90	19.13	17.82	16.28	22.38
'7321	Stoves, ranges, grates, cookers, incl. those with subsidiary boilers for central heating, barbecues, braziers, gas rings, plate warmers and similar non-electric domestic appliances, and parts thereof of iron or steel (excl. boilers and radiators for central heating, space and hot	10.06	11.16	15.59	13.69	11.74	16.65
'7305	Tubes and pipes, having circular cross-sections and an external diameter of > 406,4 mm, of flat-rolled products of iron or steel "e.g., welded, riveted or similarly closed"	8.60	5.88	4.84	5.92	9.19	6.93

'7325	Articles of iron or steel, cast, n.e.s.	7.04	6.23	8.14	8.98	8.57	21.67
'7312	Stranded wire, ropes, cables, plaited bands, slings and the like, of iron or steel (excl. electrically insulated products and twisted fencing wire and twisted wire)	6.91	5.93	7.87	9.04	8.07	16.78
'7320	Springs and leaves for springs, of iron or steel (excl. clock and watch springs, springs for sticks and handles of umbrellas or parasols, shock absorbers and torque rod or torsion bar springs of Section 47)	7.13	6.42	7.98	7.80	8.04	12.79
'7310	Tanks, casks, drums, cans, boxes and similar containers, of iron or steel, for any material "other than compressed or liquefied gas", of a capacity of <= 300 l, not fitted with mechanical or thermal equipment, whether or not lined or heat-insulated	6.62	6.15	7.36	8.27	7.88	19.01
'7314	Cloth, incl. endless bands, grill, netting and fencing, of iron or steel wire, expanded metal of iron or steel (excl. woven products of metal fibres of a kind used for cladding, lining or similar purposes)	5.13	5.48	7.86	8.92	6.50	26.59
'7315	Chain and parts thereof, of iron or steel (excl. watch chains, necklace chains and the like, cutting and saw chain, skid chain, scraper chain for conveyors, toothed chain for textile machinery and the like, safety devices with chains for securing doors, pressure chains)	5.15	4.67	5.85	6.46	6.14	19.32
'7309	Reservoirs, tanks, vats and similar containers, of iron or steel, for any material "other than compressed or liquefied gas", of a capacity of > 300 l, not fitted with mechanical or thermal equipment, whether or not lined or heat-insulated (excluding containers specifically constructed or equipped for use as...	4.13	3.75	4.40	5.06	5.31	28.73

'7324	Sanitary ware, and parts thereof, of iron or steel (excl. cans, boxes and similar containers of heading 7310, small wall cabinets for medical supplies or toiletries and other furniture of chapter 84 and fittings)	3.53	3.96	5.08	5.01	4.71	33.37
'7311	Containers of iron or steel, for compressed or liquefied gas (excluding containers specifically constructed or equipped for one or more types of transport)	3.67	3.71	4.64	4.64	4.66	27.27
'7302	Railway or tramway track construction material of iron or steel, the following : rails, check-rails and rack rails, switch blades, crossing frogs, point rods and other crossing pieces, sleepers "cross-ties", fish-plates, chairs, chair wedges, sole plates "base plates", rail clips, bedplates, ties and other material specialised for railway or tramway use	3.32	2.92	3.47	3.85	4.53	36.51
'7322	Radiators for central heating, non-electrically heated, and parts thereof, of iron or steel; air heaters and hot-air distributors, incl. distributors which can also distribute fresh or conditioned air, non-electrically heated, incorporating a motor-driven fan or blower, and parts thereof, of iron or steel	3.41	3.22	4.14	4.06	3.56	4.44
'7317	Nails, tacks, drawing pins, corrugated nails, staples and similar articles of iron or steel, whether or not with heads of other material (excluding such articles with heads of copper and staples in strips)	3.12	3.20	4.20	4.57	3.39	8.92
'7301	Sheet piling of iron or steel, whether or not drilled, punched or made from assembled elements; welded angles, shapes and sections, of iron or steel	2.08	1.89	2.44	2.72	2.53	21.85
'7303	Tubes, pipes and hollow profiles, of cast iron	1.38	1.21	1.64	1.90	1.89	37.22

'7319	Sewing needles, knitting needles, bodkins, crochet hoods, embroidery stiletos and similar articles, for use in the hand, of iron or steel; safety pins and other pins of iron or steel, n.e.s.	0.28	0.26	0.31	0.34	0.35	27.19
'7313	Barbed wire of iron or steel; twisted hoop or single flat wire, barbed or not, and loosely twisted double wire, of a kind used for fencing, of iron or steel	0.24	0.31	0.44	0.55	0.33	35.95
'7316	Anchors, grapnels and parts thereof, of iron or steel	0.22	0.22	0.27	0.28	0.30	38.36

- Source : trade map

❖ GEMS & JEWELLERY:

The Gems & Jewellery Park at Ankurhati, Domjur in Howrah district on 5.76 acres plot has been set up by West Bengal Industrial Development Corporation Limited (WBIDC) and is operationalised since 2018. The location is easily accessible from Kolkata and has sizeable concentration of skilled and semi-skilled artisans in surrounding areas thereby making the prospects of the park bright for a long term. The Park is strategically located within the prime gold manufacturing cluster of the eastern region providing the required geographical advantage for the units in the park.

In order to develop the domestic export-oriented units of the Gems & Jewellery sector through this park, an Export Facilitation Centre has been established by IIFT, Kolkata & Dept of MSME&T which facilitates the Gems & Jewellery sector in the nuances of International Business. The Centre with the support of IIFT aims to boost the exports from this sector through hand holding

CODE	PRODUCT LABEL	EXPORTED VALUE IN 2019	EXPORTED VALUE IN 2020	EXPORTED VALUE IN 2021	EXPORTED VALUE IN 2022	EXPORTED VALUE IN 2023
'7102	Diamonds, whether or not worked, but not mounted or set (excl. unmounted stones for pick-up styluses, worked stones, suitable for use as parts of meters, measuring instruments or other articles of	21846.81	15213.10	24746.00	23919.69	18150.34
'7113	Articles of jewellery and parts thereof, of precious metal or of metal clad with precious metal (excl. articles > 100	13555.27	7657.65	10553.43	12306.26	12701.40

'7104	Precious and semi-precious stones, synthetic or reconstructed, whether or not worked or graded but not strung, mounted or set; ungraded synthetic or reconstructed precious or semi-precious stones, temporarily strung for	450.32	569.41	1251.88	1878.11	1517.32
'7103	Precious stones and semi-precious stones, whether or not worked or graded, but not strung, mounted or set, ungraded precious stones and semi-precious stones, temporarily strung for convenience of transport (excl. diamonds and imitation precious stones and semi-	427.71	251.04	759.40	632.02	518.52
'7117	Imitation jewellery	189.24	140.93	165.59	156.63	145.53
'7112	Waste and scrap of precious metal or of metal clad with precious metal; other waste and scrap containing precious metal or precious-metal compounds, of a kind used principally for the recovery of precious metal (excl. waste and scrap melted down into unworked blocks, ingots, or similar forms, and e-waste of	62.31	153.04	166.06	168.90	109.36
'7106	Silver, incl. silver plated with gold or platinum, unwrought or in semi-manufactured forms, or in powder form	10.36	160.68	346.12	46.68	88.57
'7108	Gold, incl. gold plated with platinum, unwrought or not further worked than semi-manufactured or in powder	101.80	255.35	5.32	75.28	75.15
'7116	Articles of natural or cultured pearls, precious or semi-precious stones "natural, synthetic or reconstructed",	28.28	19.24	42.16	41.69	45.53

'7110	Platinum, incl. palladium, rhodium, iridium, osmium and ruthenium, unwrought or in semi-manufactured forms, or in powder form	27.30	19.49	89.51	17.76	23.14
'7114	Articles of goldsmiths' or silversmiths' wares and parts thereof, of precious metal or of metal clad with precious metal (excl. jewellery, clocks, watches and parts thereof, musical instruments, arms, perfume atomizers and their atomizing heads, original sculptures, collectors' pieces	24.92	9.75	16.67	19.46	23.11
'7101	Pearls, natural or cultured, whether or not worked or graded, but not strung, mounted or set, pearls, natural or cultured, temporarily strung for convenience of transport (excl. imitations of natural pearls and mother-of-pearl)	2.00	1.04	1.78	2.75	8.07
'7115	Articles of precious metal or of metal clad with precious metal, n.e.s.	3.43	0.66	5.24	2.54	5.32
'7105	Dust and powder of natural or synthetic precious or semi-precious stones	3.48	2.43	4.07	4.32	3.66

❖ JUTE DIVERSIFIED PRODUCT

More than 70 Jute mills and 200 Jute Diversified Products (JDP) units are located in West Bengal. Out of which a good numbers of Jute Mills and JDP units are located in Howrah. West Bengal contribution of Export of Jute Goods \during last three years was substantial as shown below:

Value in (USD Million)

YEAR	CONTRIBUTION OF WEST BENGAL	TOTAL EXPORT ACROSS THE COUNTRY
2020-'21	260	371
2021-'22	350	510

2022-'23	306	438
----------	-----	-----

District Howrah provided a substantial contribution towards the export of Jute Goods.

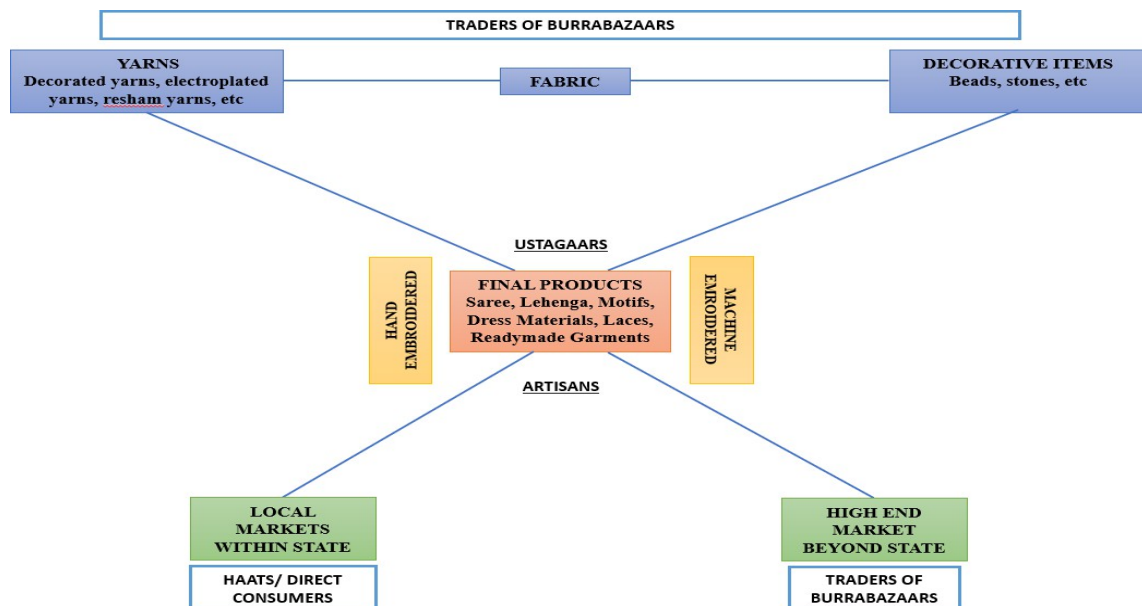
MAJOR ISSUES AND SUGGESTED MEASURES:

- **Improvement of raw jute quality:** To improve quality and productivity of jute cultivation, institutional support is necessary in distribution of High Yielding Varieties (HYV) of certified seeds and distribution of modern and scientific tools in the need of the hour.
- **Shrinking area under Jute cultivation:** Due to alternate competing crops area under jute cultivation is shrinking. There is a need to further increase the productivity of the industry.
- **Skilled workforce for cultivation:** Creating new and skilled workforce for production of quality raw jute is necessary
- **Generic promotional showcase abroad:** Promotional activities in international trade fairs and trade shows abroad will give much needed exposure to the high potential Jute Goods and JDPs. Institutional support is needed
- **Design development, Technology upgradation & Capacity Building:** One of the biggest drawbacks for the Jute Industry is lack of design development. MSME exporters do not have the financial capacity so Institutional support needed.

❖ **ZARI EMBROIDERY:**

The Zari Cluster mainly concentrated in 5 blocks viz. Sankrail, Domjur, Panchla Uluberia -I and II blocks of Howrah. Currently accounts for around Rs 1000 crores of turnover per annum. The cluster consumes around 15 lac meters of fabric including cotton, silk and other fabrics. Silk and cotton yarn consumption is estimated to be 264 metric tonnes (2.64 lac kgs). It produces more than 6 lac units of sarees, lehengas, dupattas, gowns, salwar and other materials which include hand crafted and machine embroidered items.

There are roughly 4700 ustagaars operating from different blocks of the cluster. It is estimated that around 50,000 sub-ustagaars and artisans are involved in the Zari Works of this cluster Presently in zari cluster, DIC formed Federal Cooperative working at Zari Hub Sankrail. Also supported state of the art machineries and other facilities



PROCESS OF ZARI PRODUCT PRODUCTION

MARKET ANALYSIS

Market analysis of the product of interest of the cluster has been done from the export data extracted from ITC, Trade Database and the data as available from DGCIS

To refine our understanding, the first TI which is RCA, Revealed Comparative Advantage is calculated between the two time periods 2016-2020. Higher the RCA Values indicates better competing position for India in global markets. Three products of Zari Cluster shows an increasing RCA. Though RCA may be a useful measure, it does not reveal country specific advantage. It may be a good indicator for the consideration set of products for further analysis.

Based on the calculation it is more evident that Zari Cluster enjoys huge potential for all the product categories mainly in market like UAE, USA, Singapore, Tunisia, UK & France.

**A SNAP SHOT OF POTENTIAL EXPORT PRODUCTS FROM ZARI WITH HS CODES
& THE QUANTUM OF EXPORT FROM INDIA YEAR-WISE**

CODE	PRODUCT LABEL	EXPORT VALUE IN 2019	EXPORT VALUE IN 2020	EXPORT VALUE IN 2021	EXPORT VALUE IN 2022	EXPORT VALUE IN 2023
5805 0010	Hand-woven tapes tries of the type Gobelin, Flanders, Aubusson, Beauvais and the like, and needle-worked	3426	3696	2690	2577	2350
5809 0010	Woven fabrics of metal thread and woven fabrics of Metallized yarn of heading5605, of a kind	2064	5918	726	1076	930
5804 3000	Hand-made lace in the piece, in strips orin motifs (excl. Fabrics of heading 6002 to 6006)	16215	8495	6469	1047	889
5810 1000	Embroidery on a textile fabric ground without visible ground, In the piece, in strips orin motifs	82946	76708	56063	38679	45023
5810 9210	Embroidery of man-made fibres on a textile fabric base, in the piece, in strips orin motifs	57500	33019	36769	61715	74392

Source: Trademap.

❖ PROCESSED FOOD (SHRIMP)

Indian shrimp has carved a significant place in the global frozen seafood market. Known for its exceptional quality, taste and sustainable farming practices, India is leader in shrimp export. West Bengal is hotspot for shrimp farming with a particular focus on vannamei shrimp.

- **Export Opportunity:** The international frozen seafood market demand top notch quality and Indian Shrimp delivers just that .Indian Shrimp maintains a premium status.

Howrah, West Bengal exports shrimps over the years with the United States, Europe and Japan.

the district has positioned itself as a reliable supplier of frozen shrimp that meets the

expectations of demanding consumers across the globe.

EXPORT DATA OF SHRIMP FROM HOWRAH DISTRICT:

HS CODE	DESCRIPTION	YEAR	VALUE (INR)
30617720	VANNAMEI SHRIMP	2021- '22	2209082124
		2022- '23	2317047310
		2023- '24	2378186225

- Sustainability and Responsibility:** The shrimp industries have been making strides in adopting eco-friendly and responsible farming practices. Many shrimp farms are now certified by global bodies, which increase their appeal in international markets. These certifications assure buyers that the shrimp they purchase is farmed.
- Institutional Support:** Organization like Marine Products Export Development Authority (MPEDA), promote the marine products industry with special reference to exports from the country. It is envisaged that this organization would take all actions to develop and augment the resources required for promoting the exports of “all varieties of fishery products known commercially as shrimp, prawn, lobster, crab, fish, shell-fish, other aquatic animals or plants.

A SNAPSHOT OF EXPORT OF SHRIMP IN TERMS OF QUANTITY FROM INDIA

YEAR	2019- '20	2020- '21	2021- '22	2022- '23	2023- '24
QUANTITY	652253	590275	728123	711099	716004

❖ ORNAMENTAL FISH :

Current Scenario: Ornamental fish farming is a niche yet growing sector in Howrah. The district benefits from its favorable climate, abundant water resources, and a network of local fish breeders and suppliers. Species such as guppies, goldfish, angelfish, and tetras are commonly bred and traded. However, the industry remains largely unorganized, with limited infrastructure and awareness about international market requirements.

Export Opportunities: Global Demand: The global ornamental fish market is expanding, driven by increasing interest in aquariums and aquatic pets. Key markets include the USA, Europe, Japan, and Southeast Asia. Howrah's ornamental fish industry can tap into this demand by focusing on high-quality, disease-free, and exotic species. Proximity to Kolkata Port: Howrah's proximity to the Kolkata Port provides a logistical advantage for exporting live ornamental fishes. Efficient transportation and packaging can ensure high survival rates during transit, making the district competitive in international markets.

Government Initiatives: The Indian government, through schemes like the Fisheries and Aquaculture Infrastructure Development Fund (FIDF) and the Marine Products Export Development Authority (MPEDA), supports the development of the ornamental fish sector. Exporters from Howrah can leverage these initiatives for financial and technical assistance.

Skill Development and Training: By organizing training programs for local breeders on breeding techniques, water quality management, and export compliance, Howrah can enhance the quality and quantity of ornamental fishes produced.

Challenges:

- Ø Lack of standardized breeding practices and quality control measures.
- Ø Limited awareness of international market standards and certifications.
- Ø Inadequate infrastructure for packaging and transportation of live fishes.

Recommendations:

- o **Establishment of Export Hubs:** Setting up dedicated ornamental fish export hubs in Howrah can streamline the supply chain and improve market access.

o **Public -Private Partnership:** Collaboration between Govt. Agencies, Private Exporters and local bidders can drive innovation and investment in the sector.

o **Promotion of Sustainable Practice:** Encouraging Eco-friendly breeding practice and certifications like “Aquaculture Stewardship Council (ASC)” can enhance the marketability of Howrah’s Ornamental Fishes

Source: ADF, Howrah

2. Clusters of the District

SIGNIFICANT CLUSTERS IN THE DISTRICT:

NAME OF CLUSTER	LOCATION OF CLUSTER	NO OF UNIT	NO OF EMPLOYMENT
METAL CASTING (FOUNDRY)	LILUAH	120	40000
METAL SPARE PARTS	BARGACHIA	1000	5000
GEMS & JEWELLERY	DOMJUR	500	2000
RUBBER MOULDING	RAGHUDEBPUR	275	3025
ZARI HUB (A FEDERAL CO-OPERATIVE OF 5 ZARI CLUSTERS)	SANKRAIL	2080	4700
SHUTTLE COCK	ULUBERIA	80	450
WIG	ULUBERIA	50	400
IMITATION JEWELLERY	JAGATBALLAVPUR	59	200

The products of the above clusters contribute a higher share in the total economy of the State as well Export Value.

3. Export Performance of the Products in International Market :

A SNAPSHOT OF EXPORT PERFORMANCE OF HOWRAH DISTRICT (APR’24 TO NOV’24)

SR. NO.	HS CODE	ITEM DESCRIPTION	VALUE (INR)
1	3061720	VANNAMEI SHRIMP (LITOPENAEUS	2209082124
2	42022230	JUTE HAND BAGS / SHOPPING BAGS	2068203950
3	53101013	HESSIAN CLOTH CNTNG 100% BY WT OF JUTE	2439040905
4	72071920	MILD STEEL (M.S.) BILLETS	3207506848
5	72109090	OTHER FLT-RLD PRODUCTS OF IRON/ NON-ALLOY STL CLAD, PL	1767281117
6	73082011	TOWERS FOR TRANSMISSION LINE W/N ASSEMBLED	2019251347
7	73089090	OTHER STRUCTURE AND PARTS OF STRUCTURES OF IRON AND STEEL (EXCL FLOATING STRUCTURES)	3829365127
8	73251000	OTHER ARTICLES OF IRON- MALLEABLE CAST IRON	5469842426
9	73259910	OTHER CAST ARTICLES OF IRON MALLEABLE	7747812201
10	73259999	OTHER CAST ARTICLES OF IRON OR STEEL	6479028998
T O T A L			103087318954

SOURCE: DGFT

A SNAPSHOT OF EXPORT PERFORMANCE OF HOWRAH DISTRICT (2023 - 24)

SR. NO.	HS CODE	ITEM DESCRIPTION	VALUE (INR)
1	3061720	VANNAMEI SHRIMP (LITOPENAEUS	2378186225
2	39021000	POLYPROPYLENE	3630670697
3	71131911	JEWELLERY OF GOLD,UNSTUDED	4069138208
4	72159090	OTHERS	2910178409
5	73082011	TOWERS FOR TRANSMISSION LINE W/N ASSEMBLED	6567937816
6	73089090	OTHER STRUCTURE AND PARTS OF STRUCTURES OF IRON AND STEEL (EXCL FLOATING STRUCTURES)	3264472077
7	73251000	OTHER ARTICLES OF IRON- MALLEABLE CAST IRON	5266738860

8	73259910	OTHER CAST ARTICLES OF IRON MALLEABLE	7180326517
9	73259999	OTHER CAST ARTICLES OF IRON OR STEEL	5507567560
10	84312090	PRTS OF OTHERS	2510685278
T O T A L			1110888084013

SOURCE: DGFT

A SNAPSHOT OF EXPORT PERFORMANCE OF HOWRAH DISTRICT (2022 - 23)

SR. NO.	HS CODE	ITEM DESCRIPTION	VALUE (INR)
1	3061720	VANNAMEI SHRIMP (LITOPENAEUS	2317047310
2	53101013	HESSIAN CLOTH CNTNG 100% BY WT OF JUTE	1902405478
3	71131910	JEWELLERY OF GOLD,UNSET	3054116861
4	72159090	OTHERS	2361432122
5	73082011	TOWERS FOR TRANSMISSION LINE W/N ASSEMBLED	4985000812
6	73089090	OTHER STRUCTURE AND PARTS OF STRUCTURES OF IRON AND STEEL (EXCL FLOATING STRUCTURES)	2900631919
7	73251000	OTHER ARTICLES OF IRON- MALLEABLE CAST IRON	7325487394
8	73259910	OTHER CAST ARTICLES OF IRON MALLEABLE	7880839757
9	73259999	OTHER CAST ARTICLES OF IRON OR STEEL	6804916897
10	84312090	PRTS OF OTHERS	2056437643
T O T A L			110319474752

5. Export Action Plan-Howrah

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 as well as District / Department websites etc	DLEPC and Export Promotion Cell.
			Explore various Government / Private channels for promotion of export products including applying for 'Town for Export Excellence' in primary export products	
			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
		Identify target markets and develop export intelligence trends	West Bengal State Export Promotion Society (WBSEPS) identify target markets, export trends with assistance from DGFT using Trade Connect Portal	WBSEPS & DGFT

Sl. No	Intervention	Strategy	Action	Responsibility
2	Market Intelligence Cell	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 through Export Promotion Programmes • 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 various available 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 & Marine Export Zone	Identify and propose Agri and Marine Export Zones in consultation with the State Agriculture/ Horticulture/ Fisheries Department	DLEPC
Good Agri practices	The State Agriculture/ Horticulture Departments should engage the FPO's for adopting the best agriculture and health practices	DLEPC		

Sl. No	Intervention	Strategy	Action	Responsibility
4	Skill Development & Capacity Building	Provide skill development training for Manufacturing/ processing as well as awareness of policies and regulations	<p>Tie up with skill development organisations for industry-led programmes such as marketing, packaging</p> <p>Draw the calendar of events for training</p> <p>Special Awareness Programs on Regulatory Mechanisms and Compliances</p> <p>Conduct Exposure tours across the country</p>	DLEPC & Industry Bodies

6. 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.