



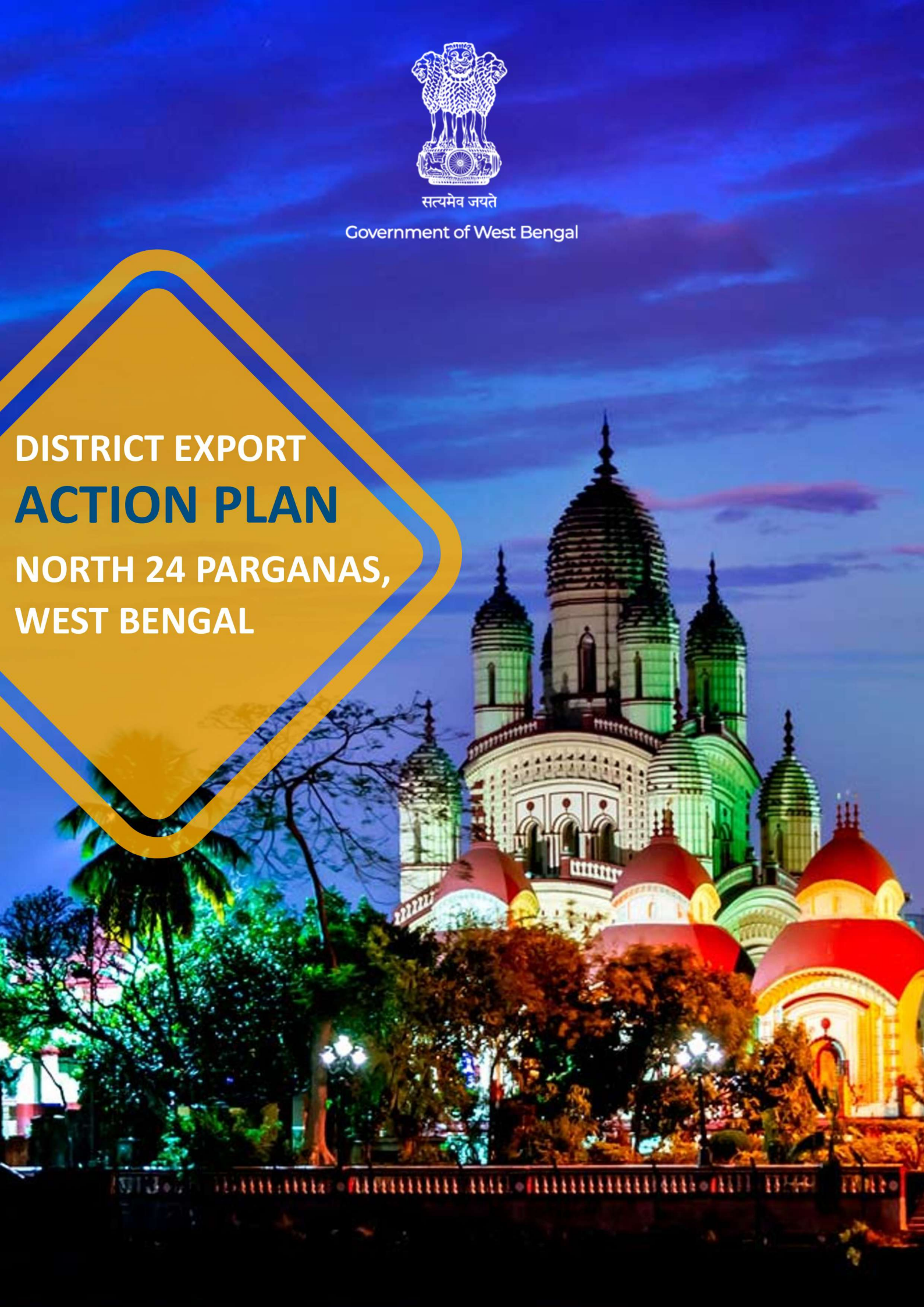
सत्यमेव जयते

Government of West Bengal



DISTRICT EXPORT **ACTION PLAN**

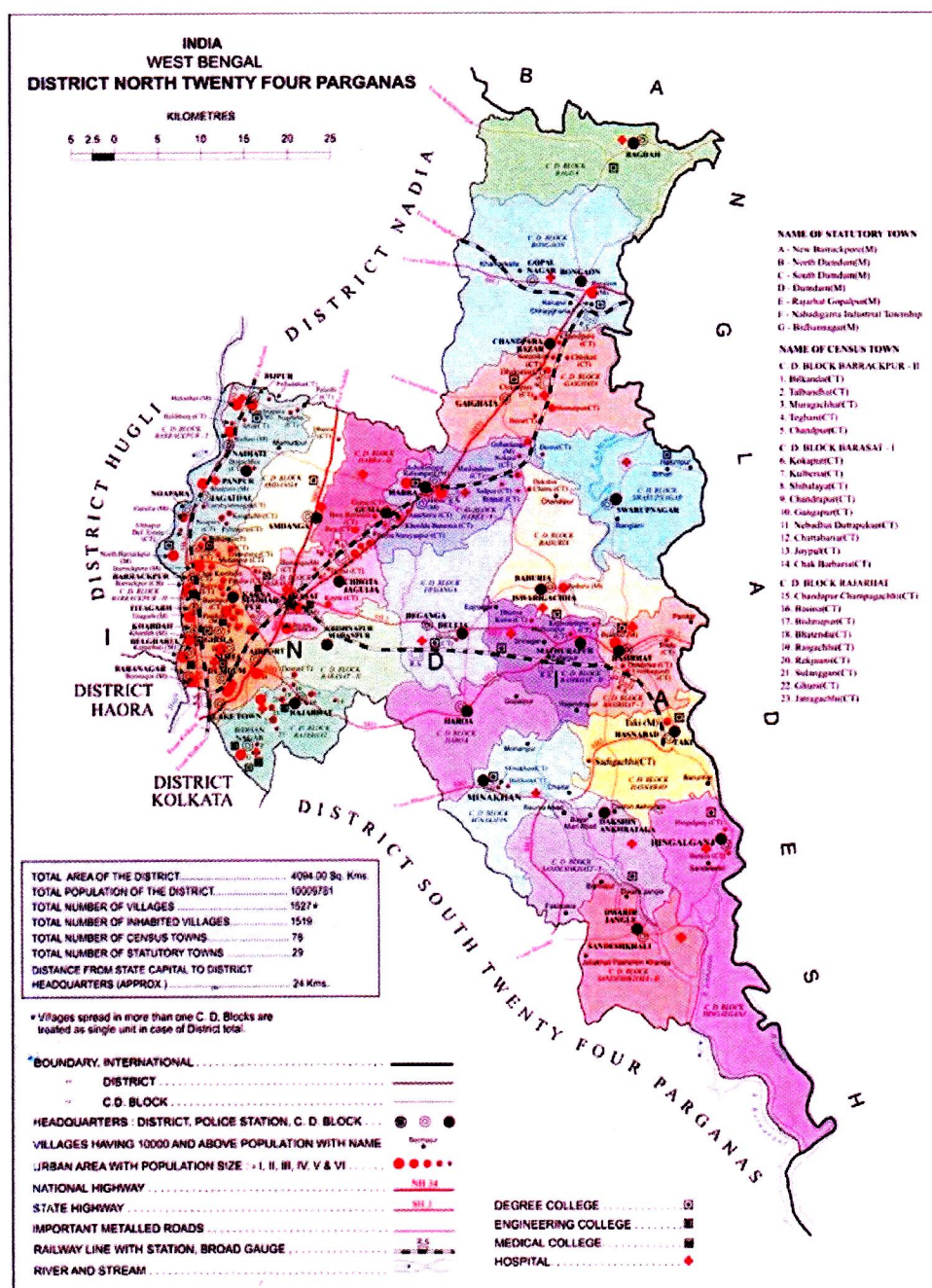
NORTH 24 PARGANAS,
WEST BENGAL





District Profile- North 24 Parganas:

The district of North 24-Parganas with its administrative headquarters at Barasat comprises five Sub-divisions viz. Barasat, Barrackpore, Bongaon, Bashirhat and Bidhannagar. The district is bounded by Nadia district in the north, South 24-Parganas in the south, Bangladesh in the east and keeps the Hooghly district, the river Hooghly and Kolkata at the west. The district of North 24-Parganas has an international border with Bangladesh in the east spreading for about 230 Km. The district with an area of 4094 sq Km, has a population of 10009781 as per 2011 census and thus shows the highest density with 2445 persons per sq. Km. among all the districts in the State.



Uniqueness

The district has varied topographical and enabling infrastructure ranging from deltaic conditions and opportunities in five Sunderban blocks, highly industrialized and specialised belt in Barrackpore, facility of river transport in eastern and western parts of the district, two land ports at Petrapole and Ghojadanga with Petrapole being highest grossing land port of Asia; Highly urbanized belt in Bidhannagar, Newtown and Dum Dum; spread of IT based units and growing real estate in Salt lake and Newtown areas respectively, urban spread and continuum in 18 municipalities and a municipal corporation in the vicinity of Kolkata; newly-built 6-lane expressway of Kalyani expressway; and well-integrated network of Metro Railway and easy connectivity with the Kolkata International Airport.

Geographic Profile

Soil

The district of North 24 Parganas falls within the new alluvium sub-region of the lower Gangetic Plain (Zone-III) and considered being most fertile for crop production. The soil type varies from sandy to clay sandy loam. The soil of northern part of district is sandy, in the central middle part it is sandy with clay loam and in southern side it is clay loam. The physiographic structure of the district is mostly plain.

Rivers

The main rivers of the district of North 24 Parganas are Ichhamati, Kalindi, Raimangal, Dansa, Borokalagachi, Benti, Haribhanga, Gaourchar, Bidyadhari, Hooghly, etc. Ichhamati is the longest among these rivers. It enters the district through Bagdah block in the north of the district from Nadia and flows south through Bangaon, Swarupnagar, Baduria, Bashirhat-I, Hasnabad and Hingalganj. This river flows into river Kalindi and Kalindi in turn flows into Raimangal. It indicates the borderline between India and Bangladesh during its course of flow from Bashirhat to Hingalganj. River Hooghly lies between Hooghly and North 24 Parganas district.

Forests

The district has no forest area as such except the Sunderbans Reserve Forests. The total area under reserve forest is 91.98 hectares covering 1.05% of the total geographical area of the district. Out of these 91.98 hectares, 63.00 hectares have been earmarked as Bhibhuti Bhushan Wildlife Sanctuary. However, these forests being positioned in the largest delta of the world, has a major role to play in maintaining the ecological balance of southern part of the State.

Logistics & Connectivity

Barasat town is well connected with roads to Kolkata, North Bengal, Bangladesh and other towns of West Bengal while many of these routes originates from Barasat Bus Terminal. The two nos. of National Highways (NH 34 & NH 35) and one no of State Highway (SH 2) run through Barasat town, Barasat is also well connected by railway with Sealdah, Bongaon and Basirhat.

Road:

From Kolkata Barasat can be reached by two ways. Either take VIP Road (Najrul Islam Sarani) off Ultadanga (V.I.P. Crossing) to reach Airport Gate No. 1 and take right to Jessore Road (National Highway 34) or from Shyambazar via Jessore Road off Nagerbazar to reach the same Airport Gate No.1 and head straight to Barasat. Barasat is 8 kilometres straight drive from this crossing.

Barasat is a major roadway junction. The NH 12 (initially under the name Krishnanagar Road) goes towards north ultimately to the North Bengal and is the major link between Calcutta and the North-East India. The Jessore Road (NH 112) leads to Bongaon and ultimately to the Bangladesh border at Petrapole. The Taki Road leads to Basirhat, Hasnabad and Taki via Berachampa. The Barrackpore Road links National Highway 112 at Barasat with Kalyani Expressway and Barrackpore.

Train:

Barasat Junction is the railway station, on Bongaon line of Sealdah Station (North Section). This junction is where Bongaon line and Hasnabad-Basirhat line of Kolkata Suburban Railway get separated. The Barasat – Basirhat Railway line was originally run by Martin's Light Railways. Now it is a section (BT-HNB section) under Sealdah division of Eastern Railways. Hridaypur (Sealdah-Bongaon line) & Kazipara (Barasat-Hasnabad line) are the other railway stations under the area of Barasat Municipality. Currently a Metro railway line is under construction which is basically an extension of Kolkata Metro.

Air:

Netaji Subhas Chandra Bose International Airport is about 11 kilometres from Barasat city. There are Domestic and International terminals separately for domestic and international flights towards different part of the world

Resources:

Resources, comprising human and material, set the process of industrialization in a district. Resource analysis is, therefore, considered to be an important part of the whole exercise. Here, a spectrum of various resources available in the district under human and material segments is given below:-

A) Human Resource

Human resource assumes tremendous importance in expediting the process of industrialization the details of which are discussed below:-

i) Population

Population being the basic foundation of human resource is given due importance for analysis in its structural forms. The district of North 24-Parganas has a population of 10009781 as per 2011 census of which 5119389 are male and 4890392 are female. The sex ratio of the district is 96 females per 100 males. Composition of urban and rural population is reported as 5732162(U) and 4277619 (R) representing 57.26% and 42.73% respectively. The density of population per sq km. is 2445.

ii) Literacy

A high degree of literacy forms the educational base of a community. The higher the rate, the greater will be the consciousness among the people. But the district of North 24- Parganas is yet to attain cent percent literacy rate. The literacy rate in the district is 84.06% while literacy rates among male and female stand at 87.61 % and 80.34 % respectively.

iii) Occupational Pattern

Occupational pattern of the population largely influence the economic activities being pursued by the people in a district. As per 2011 Census 35.71 lakh persons are recorded as total workers constituting 35.68 % of the total population.

B) MATERIAL RESOURCES

Like human resource, material resources are equally important to expedite the process of industrialization. Material resources generally consist of agriculture, forest, livestock, etc. and these are discussed below:

i) Agriculture

Agriculture being the primary sector plays a significant role in building up economic base of a district and its productivity in turn counts upon the land utilization pattern, cropping pattern, agriculture marketing etc. The major crops of the district are paddy, jute, pulses, oil seeds, potato, etc.

ii) Horticulture

Horticulture activity in the district generally centers around mango, banana, papaya, and citrus fruits cultivation. About 21,000 hectares of land comes under horticultural activity of the district and annual production covering all the varieties are around 3.68 lakh MT. Banana is considered to be the major horticulture produce in the district followed by mango, papaya and jackfruit.

As regards vegetables, the district enjoys a comfortable position. Winter, rainy and summer vegetables grow substantially. Cauliflower, cabbage, tomato, brinjal, ladies finger being the major produce are reported to be found surplus during peak season, though not sufficient enough for industrial exploitation. The annual production of summer, rainy and winter vegetables together comes toward 10.95 lakh MT in the district.

iv) Pisciculture:

North 24 Parganas, the scope of pisciculture, or fish farming, is significant due to its extensive coastal areas with brackish water, making it highly suitable for "bheri" culture, a traditional method of extensive brackishwater aquaculture, which provides a large potential for fish production and income generation for local communities; this is particularly prominent in the southern and eastern parts of the district bordering the Bidyadhari River, with a large existing practice of bheri farming already established. Fish, shrimp and crab are major export products from this district.

iv) Apiculture:

Apiculture, or beekeeping, is a significant agricultural activity in North 24 Parganas, West Bengal. The district is one of the main honey-producing areas in the state. More than 2000 bee farmers annually produce more than 7000 mt. ton of raw honey.

v) Mineral resources:

The district is devoid of any mineral resources barring some minor minerals like sand, clay, etc. and those are presently being used for manufacturing bricks, earthen-wares, clay dolls, etc.

INFRASTRUCTURE FOR INDUSTRIAL DEVELOPMENT

A) PHYSICAL INFRASTRUCTURE

i) Land

Land is unquestionably the most valuable constituent of infrastructure needed for setting up an industrial unit. So availability of land at reasonable price facilitates industrial development of an area. The district of North 24-Parganas despite being an agrarian one has some blocks with cultivable waste land, residual areas and vested land, which can be used for industrial accommodation.

ii) Factory Accommodation

Availability of factory accommodation in the form of industrial sheds and/or plots is one of the most important pre-requisites for starting any new industrial venture. This is more relevant in the case of smallscale industries as this type of industries cannot afford enough capital for acquiring suitable factory accommodation. The provision of suitable industrial sheds/plots at concessional rate is considered to be very relevant in any industrial development programme initiated by Govt. /Promotional Agencies.

In view of the above objective, the State Govt. has undertaken various development programmes to provide accommodation to the industrial units in the district of North 24- Parganas. State Govt. along

with private developers has set up several industrial estates in the district with a view to accommodation MSE Units. The details of these industrial areas are discussed below:-

Rishi Bankim Shilpaudyān at Naihati

West Bengal Industrial Development Corporation (WBIDC), the nodal agency of the State Government, responsible for promoting industrialization in the State, set up an Industrial Park over 97.38 acres at Naihati, North 24 Parganas for non-polluting industrial manufacturing units. The location of the said industrial park is bound by road on one side and railway line on the other side. The region's well established connectivity with domestic as well as international markets offers accessibility to numerous sourcing options for development of industries in the region.

Talbada Bodai Industrial Area

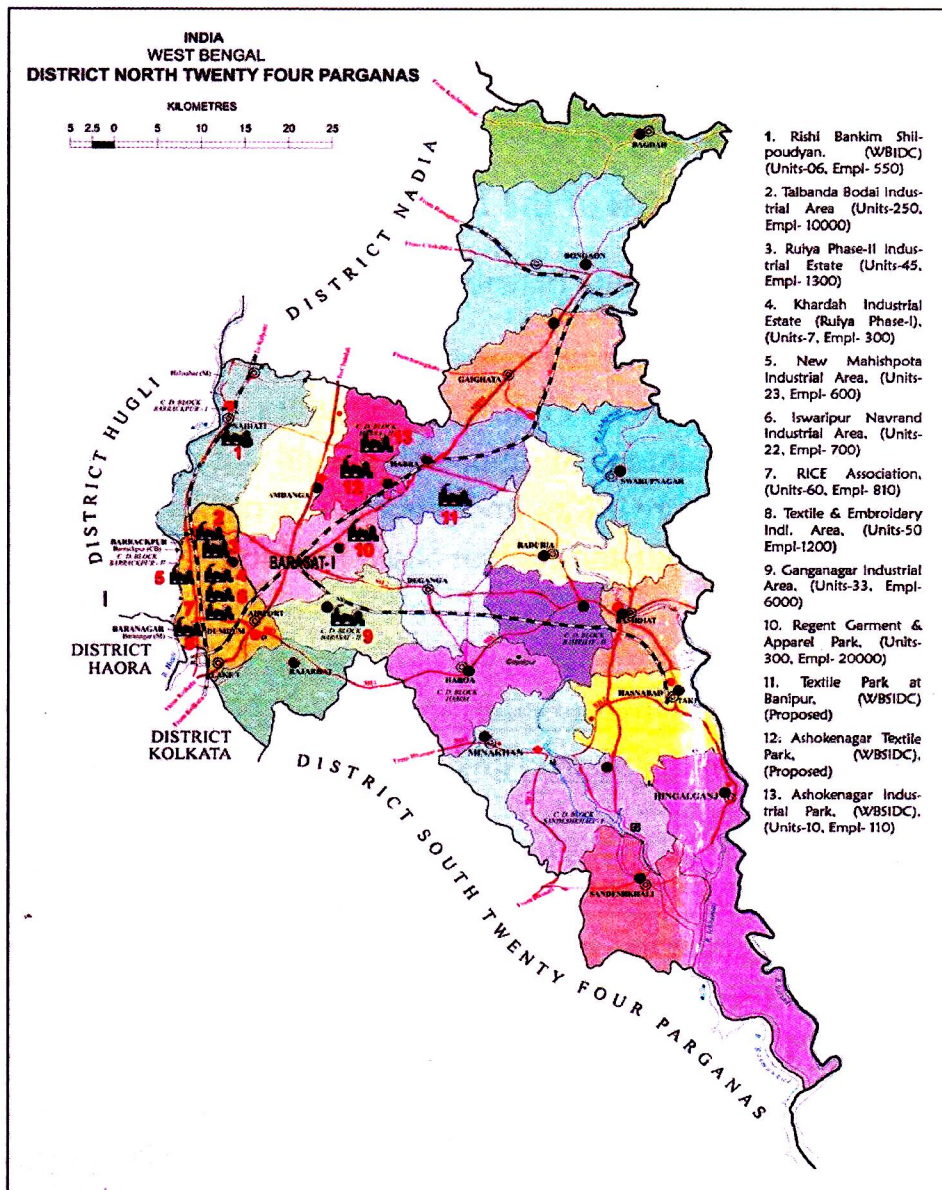
Located in Jugberia, North 24 Parganas, West Bengal, this industrial area houses industries from different sectors like engineering, manufacturing, dying & bleaching, chemical, printing, plastic materials, food processing etc.

Regent Garments and Apparel Park

Located at Barasat this privately developed industrial park houses more than 300 units engaged in different value chain of readymade garments manufacturing and is a major concentration of export units in the district.

Other significant industrial estates are –

- Ruiya Industrial Estate (Phase-II)
- Khardah Industrial Estate.
- New Mahispota Industrial Estate.
- Iswaripur Navarand Industrial Area.
- RICE Association
- Textile & Embroidery Industrial Area.



- Integrated Textile Park at Ashokenagara and Banipur.
- Ashokenagar Industrial Park

ii) Water

Both surface and ground water are available throughout the district. Except Sunderban area of the district, inland water is available from canals, rivers, beds etc. As Sunderban areas are nearer to the Bay of Bengal, these areas contain saline ground water. However, ground water is available throughout the district. Major part of agriculture irrigation is done by this ground water. Due to over exploitation of ground water, arsenic has been found in 18 blocks out of 22 blocks in the district. But most of the present industrial units are exploiting this ground water in such a natural equilibrium that it prevents comparatively heavier saline water from entering towards land.

iv) Power

Power is another important input for industrialization of an area. The power requirements of the district are being met by West Bengal State Electricity Distribution Company Limited (WBSEDCL) and Calcutta Electricity Supply Corporation (CESC). The supply zones of CESC are mainly confined to the suburban clusters of Kolkata while the remaining part of the district is served by WBSEDCL.

Export Potential of the District:

The potential of the district in exports mainly lies in the following major areas:

- A. Industries – both manufacturing & service.
- B. Horticulture – Fruits and vegetables.
- C. Pisciculture – Shrimp, crab, inland and marine fish.
- D. Apiculture – Raw and processed honey.
- E. Handicraft and Artisan based products.

A. Industries

The following manufacturing industries hold promise for further development of export from the district and may be identified as thrust areas:

Manufacturing:

- Textile Products including Hosiery and Readymade Garments
- Engineering goods and machinery.
- Metal fabrication
- Defense ancillary.
- Rail coach and wagons with ancillary products.
- Packaging Industries – corrugated box, wafers, etc.
- Shopping bags of nonwoven fabric, jute fabric and paper bags.

- Jute and jute diversified products – jute bags, floor mats.
- Leather Products – processed leather, shoes, bags
- Chemical and chemical products – Agri chemicals including pesticide and micro nutrients.
- Agro based industries – rice and rice bran, dehydration of mushroom

Servicing:

Salt lake, Sector V, Rajarhat Newtown already has significant presence of service driven industries including IT, BPO. This is still growing and attracting enterprises who are sector leaders with further expansion. This sector definitely holds one of the major export potential from this district.

B. Horticulture:

Farmer Producer's Organizations (FPOs) have been formed and encouraged in probing opportunities of export of fruits and vegetables from this district. Already products like tomato, capsicum, green chilli, mango, papaya, banana are being exported to middle eastern countries besides neighbouring Bangladesh.

C. Pisciculture:

This district produces and exports significant quantities of shrimps – venami and bangdah, crab and other marine and inland fish. However, there is scope for large level increase in this area if more processing units and cold chains can be developed.

D. Apiculture:

North 24 Parganas is a major producer of raw honey in the state. The pain point here is the individual size of the bee farmers is small and lacks in capacity for taking products directly to the export market. This compromises their bargaining capacity. There is also lack of testing facilities for quality control. There is immense scope for intervention to facilitate export in this sector.

E. Handicraft and Artisan based products:

North 24 Parganas boasts a great diversity of handicraft and artisan based products that include pottery and ceramics, jute products, kantha stitch, metal works, cane and bamboo, handmade paper works, wood carving, etc. Though there is good demand of quality handicraft products internationally, this sector needs further mobilization and intervention to capitalize on the opportunity.

Clusters in the District:

Cluster based development approach is being taken to develop and strengthen the artisans to improve the marketability of their crafts. Export linkage is necessary for value unlocking in these sectors.

Performance of the Products in International Markets:

Jute Products, Cane and Bamboo Products and other Handicraft Products. HSN CODE-442090.

Year	Export Value (\$) 2019	Export Value (\$) 2020	Export Value (\$) 2021	Export Value (\$) 2022	Export Value (\$) 2023
EXPORT VALUE (\$)	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

Readymade Garments.Hsn Code- 620449

Year	Export Value (\$) 2019	Export Value (\$) 2020	Export Value (\$) 2021	Export Value (\$) 2022	Export Value (\$) 2023
Export Value (\$)	130851	121678	198329	270071	263736

Top Export Destinations Are:

1. United State of America
2. United Kingdom
3. Spain
4. Australia
5. Netherlands
6. France
7. Germany
8. United Arab Emirates
9. Italy

Export Performance –North 24 Parganas:

SR. NO.	HS CODE	Item Description	Value (INR)
1	3061720	Vannamei Shrimp (Litopenaeus Vannamei)	2473669755
2	3061740	Black Tiger Shrimps (Penaeus Monodon)	1440903497
3	5010010	Human Hair, Unworked; Whether Or Not Washed Or Scoured	1070595965
4	23023000	Bran Sharps and Other Residues of Wheat	1205807359
5	42022220	Hand Bags/ Shopping Bags of Cotton	2103064445
6	42022230	Jute Hand Bags/ Shopping Bags	722296947
7	42032910	Gloves For Use In Industry	745486417
8	73071120	Sg Iron Cast Fittings	420007852
9	86069900	Other Railway/ Tramway Goods Vans, NtSlf-Prpld	1079258500
10	87042200	G.V.W. >5tons Bt<= 20 Tons	749968148

Export Action Plan-North 24 Parganas

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 especially for handicraft and artisan-based products.	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
		Increase in opportunity for Agri-chemical products	Promote producers and exporters working in the field and provide them increasing access to neighboring countries	Export Promotion cell
		Growing demand for honey export in international market	Despite having high production of raw honey in the district, there is little exposure to export of this commodity in the international market. This may be worked out by assessing supply and trade possibilities.	DLEPC and Export Promotion Cell
		Participation in International conferences, exhibitions	Making available relevant conferences, exhibitions and facilitating exporters	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 for Shrimp	• Invite Investors to harness the potential of value addition. • Support MSMEs 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 and WBSEPS
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Sl. No	Intervention	Strategy	Action	Responsibility
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)	Setting up 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 may engage the FPOs 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.	Creation of State level Export Hub	Hub for resource-based and skill – oriented local products	The exporters/buyers can identify and explore based on availability in local market and their forward and backward linkages	WBSEPS
6.	Expansion of manufacturing activities	Workshops, fast-track clearances	Assessment of growing demand in following areas- Jute mill machinery and jute products, Garments/hosiery along with ancillaries – dying, printing, Shopping bags of non-woven fabric, packaging and printing industries, cosmetics, leather products and processing	DLEPC, Export Promotion Cell